



# Testing Alternative Terms for "Home Life"

August 02, 2024

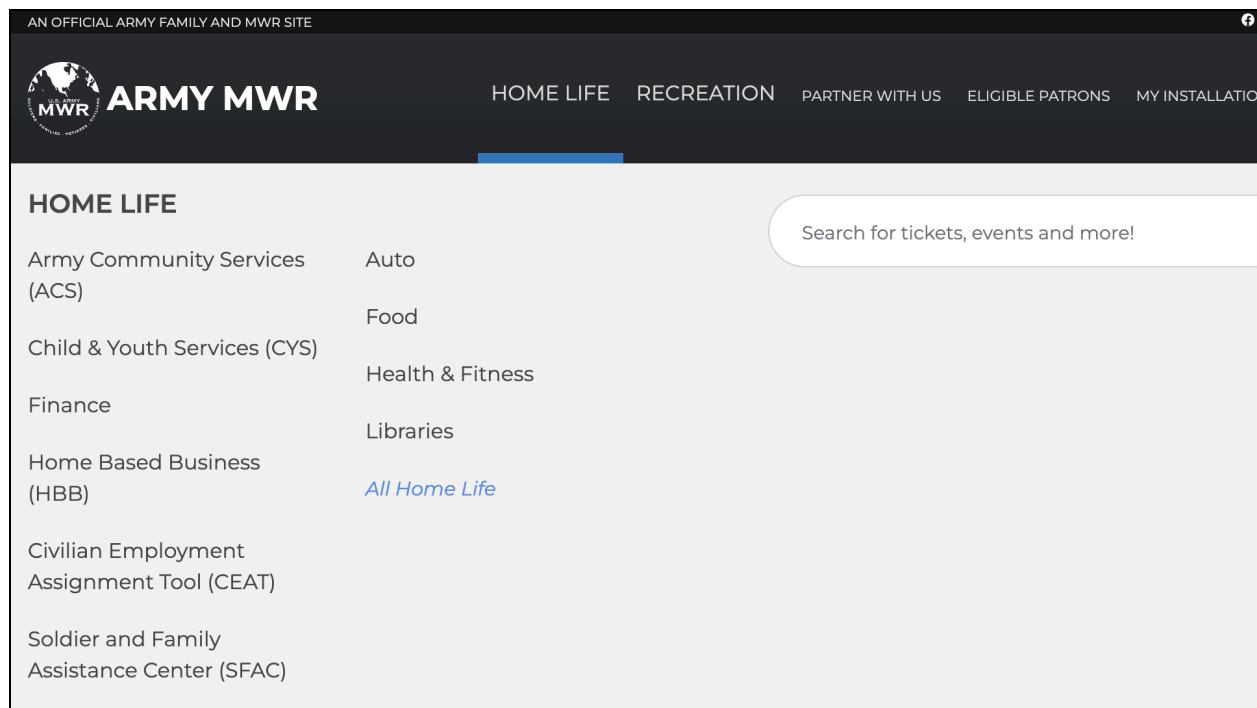
## Objective:

The objective of this A/B test is to determine the impact of replacing the "Home Life" term in the main navigation menu with various alternative terms on user engagement and site metrics.

## Hypothesis:

Replacing the "Home Life" term with a more intuitive term will improve user engagement and make it easier for users to find relevant content, resulting in higher click-through rates and lower bounce rates.

Figure 1: Home Life Menu on ArmyMWR.com



## Metrics to Measure:

- Click-Through Rate (CTR): The percentage of users who click on navigation links.
- CTR Formula:  $\text{Click-Through Rate} = (\text{Number of Clicks on Navigation Link} / \text{Total Pageviews}) * 100$

## Test Variants:

- **Control (A):** Current navigation menu with "Home Life".
- **Variations:**
  - Army Services
  - Family & Community
  - Community Services

## Test Duration:

**Start Date:** August 05, 2024

**End Date:** September 15, 2024, or TBD

## Weekly Updates:

### Week 1 (August 05 - August 10, 2024)

#### Progress:

- Test setup completed and variations implemented across the site.
- Initial data collection began on August 05.

Table 1: Key Metrics

Variation	Visits	Bounce Rate	Total Clicks	CTR
Home Life	1,673	9.80%	788	47.10%
Army Services	1,698	13%	769	45.30%
Community Services	1,606	12.20%	225	14.01%
Family & Community	1,699	9.80%	302	17.77%

#### Analysis:

- **Home Life** has the highest **CTR at 47.10%**, indicating that it is very effective at converting visits into clicks.
- **Army Services** is close behind with a **45.30% CTR**, showing strong performance.
- **Community Services** has a much lower **CTR at 14.01%**, suggesting that it may not be as engaging or intuitive for users.

- **Family & Community** also has a lower **CTR at 17.77%**, but it performs better than Community Services.

Action Items:

A/B Test New Variations Based on Insights

- a. Reason: The current top performers ("Home Life" and "Army Services") have significantly higher CTRs, suggesting they resonate more with users. There may be an opportunity to test additional terms.

**Week 2 (August 11 - August 18, 2024)**

**Progress:**

- Traffic has been evenly distributed across the test variants, ensuring fair comparison and reliable results.
- As of today, we've completed two weeks of data collection, and initial results show significant differences in user engagement across the variations.

Table 2: Key Metrics

Section	Total Visits	Average Clicks	Bounce Rate	CTR
Home Life	4,085	1.53	2.06%	31.92%
Army Services	4,248	1.6	1.40%	28.77%
Community Services	3,984	1.4	1.81%	9.44%
Family & Community	4,242	1.62	1.49%	10.18%

Analysis:

- **Home Life** continues to lead with the highest click-through rate (CTR) of 31.92%. This indicates that the "Home Life" variation is highly effective at engaging users and driving clicks within the navigation menu.
- **Army Services** is performing strongly as well, with a CTR of 28.77%. Although slightly lower than "Home Life," it still shows significant user engagement, making it a competitive alternative.
- **Community Services** has a significantly lower CTR of 9.44%, suggesting that this term is less intuitive or engaging for users. The higher bounce rate also indicates that users may be struggling to find relevant content under this variation.

- **Family & Community** has a CTR of 10.18%, which is better than "Community Services" but still notably lower than "Home Life" and "Army Services." This suggests that while it may resonate better than "Community Services," it is not as effective in driving user engagement compared to the top-performing terms.

Action Items:

- **Consider Replacing or Adjusting "Community Services":** With its low CTR, "Community Services" may need to be re-evaluated. Consider testing alternative terms or making adjustments to improve its intuitiveness and relevance.

Week 3 Update (August 19 - August 25, 2024)

Progress:

- The A/B testing continues to provide valuable insights into user preferences regarding navigation terms.
- Traffic remains evenly distributed across the variations, ensuring fair comparison.
- As we move deeper into the testing phase, we're seeing stable trends that highlight which terms resonate best with users.

Table 3: Key Metrics

Section	Total Visits	Average Clicks	Bounce Rate	CTR
Army Services	6,489	1.58	1.69%	43.22%
Community Services	6,294	1.42	1.49%	14.62%
Home Life	6,433	1.51	1.81%	44.14%
Family & Community	6,770	1.57	1.68%	14.80%

Analysis:

- **Home Life** continues to lead the way with a CTR of **44.14%**, indicating that this term remains the most effective at driving user engagement. However, it's important to consider that returning users may prefer "Home Life" simply because it's the original term they're familiar with. This familiarity could be contributing to its high click-through rate and consistent performance.
- **Army Services** follows closely with a CTR of **43.22%** and a slightly lower bounce rate of **1.69%**, indicating it's also a strong contender. The term remains intuitive and engaging, making it a competitive alternative to "Home Life."

- **Community Services** continues to underperform, with a CTR of **14.62%** and the lowest average clicks at **1.42**. The lower engagement and slightly better bounce rate (**1.49%**) suggest users may still struggle to find relevant content under this label.
- **Family & Community** shows marginal improvement with a CTR of **14.80%**, outperforming "Community Services" but still trailing behind the top two variations. With an average click count of **1.57**, it's clear that while this term has potential, it isn't resonating as strongly as the others.

#### **Action Items:**

- **Consider Replacing "Community Services"**: With its consistently low CTR and lower user engagement, this term is proving to be less effective. Testing an alternative term or reorganizing the content under a different label may yield better results.
- **Monitor Long-Term Trends for "Home Life" and "Army Services"**: These terms continue to perform well and are almost neck-and-neck in effectiveness. We should keep monitoring them to see if one clearly outperforms the other as more data rolls in.
- **Investigate Potential Adjustments for "Family & Community"**: This term shows some promise but needs further refinement to boost engagement. Additional tweaks, content updates, or slight changes in wording could help improve its performance.

Overall, Week 3 confirms that "Home Life" and "Army Services" are the top-performing variations. The familiarity of "Home Life" might be influencing returning users to stick with what they know, while "Army Services" proves to be an intuitive alternative for those seeking relevant content. As we approach the final weeks, our next steps should focus on fine-tuning the navigation to align with these insights.

## Week 4 Update (August 26 - September 1, 2024)

### Progress:

During Week 4, the A/B testing continued to produce consistent and valuable data regarding user engagement with the various navigation terms. The traffic remained evenly distributed across the different variations, ensuring a fair comparison of the performance metrics. This week, we focused on solidifying the trends observed in previous weeks, particularly as the testing phase approaches its conclusion.

Table 4: Key Metrics

Section	Total Visits	Average Clicks	Bounce Rate	CTR
Army Services	9,195	1.48	1.89%	38.98%
Community Services	9,076	1.36	1.20%	13.62%
Home Life	9,043	1.45	1.76%	43.02%
Family & Community	9,480	1.45	1.38%	14.21%

### Analysis:

- **Home Life** continues to lead with a high CTR, reinforcing its position as the most effective term for driving user engagement. However, we should remain cautious about attributing its success solely to familiarity, as **returning users might be favoring the original term they know well.**
- **Army Services** remains a close second, with a strong CTR and close bounce rate compared to "Home Life." Its performance suggests that it is a well-understood and engaging alternative, appealing to users seeking relevant content.
- **Community Services** continues to lag, with a CTR that remains below expectations. The lower engagement and bounce rate suggest that users are still finding it difficult to locate relevant content under this label, indicating that it may not be resonating as intended.
- **Family & Community** shows slight improvement but still trails behind the top two terms. While its CTR has increased marginally, it is clear that further refinement or testing of alternative terms may be necessary to boost its effectiveness.

### Action Items

- **Remove "Family & Community" and "Community Services":** Given the consistently low performance of both "Community Services" and "Family & Community," we recommend phasing out these terms entirely. The data suggests that neither term resonates well with users, resulting in lower engagement and CTRs. Instead of continuing to test these underperforming labels, it would be more effective to focus the comparison between the top-performing terms.
- **Test "Home Life" vs. "Army Services":** With "Home Life" and "Army Services" emerging as the clear leaders in user engagement, we suggest narrowing the scope of the A/B test to just these two terms. By concentrating the testing on these top-performing labels, we can gather more detailed insights and make a more informed decision on which term should be adopted across the platform.

This approach will allow us to eliminate the less effective options and streamline the navigation to better align with user preferences, ultimately leading to a more intuitive and engaging user experience.

### Week 5 Update (September 2, 2024 - September 7, 2024)

#### Progress:

- A/B testing continued with steady traffic across all variations, ensuring a fair comparison between the navigation terms.
- Focused on confirming trends seen in previous weeks as the testing phase nears its conclusion.

Table 5: Key Metrics

Section	Total Visits	Average Clicks	Bounce Rate	CTR
Army Services	11,160	1.34	1.87%	35.25%
Community Services	11,064	1.25	0.80%	12.28%
Home Life	11,045	1.31	1.91%	38.22%
Family & Community	11,445	1.3	1.02%	12.94%



## Analysis:

- **Home Life** continues to lead with the highest CTR of **38.22%**, confirming that it remains the most engaging term for users. However, the high engagement might be due to the familiarity of the label with returning users.
- **Army Services** holds a strong second place with a **CTR of 35.25%** and a low bounce rate, showing that it is an intuitive and effective alternative.
- **Community Services** is still underperforming, with a low **CTR of 12.28%**, suggesting that the term is not resonating with users and may be causing confusion.
- **Family & Community** shows marginal improvement with a **CTR of 12.94%**, but it still lags behind the top two contenders.

## Recommendations:

- **Remove "Family & Community" and "Community Services"**: Both terms continue to underperform, and it may be more efficient to phase them out in favor of a more focused test.
- **Test "Home Life" vs. "Army Services"**: Since these two terms are clearly outperforming the others, we recommend narrowing the scope of the A/B test to compare only these top-performing labels, allowing for more detailed insights and an informed decision on which term to implement.

## Week 6 Update (September 8, 2024 - September 15, 2024)

### Progress:

The A/B test has concluded, evaluating the effectiveness of four navigation terms: Army Services, Community Services, Home Life (original term), and Family & Community. The goal was to measure user engagement through key metrics such as total visits, average clicks, click-through rates (CTR), and bounce rates.

Table 6: Key Metrics

Section	Total Visits	Average Clicks	Bounce Rate	CTR
Army Services	13486	1.72	2.03%	46.48%
Community Services	13348	1.66	1.07%	17.04%
Home Life	13371	1.66	2.20%	50.22%
Family & Community	13857	1.74	0.97%	17.63%

**Analysis:**

Army Services performed exceptionally well, achieving a CTR of 46.48%, indicating a high level of engagement. Its average clicks (1.72) and low bounce rate (2.03%) suggest users were not only attracted to the term but also found the content relevant and engaging.

Home Life, the original term, had the highest CTR (50.22%), showing strong familiarity and user recognition. However, its bounce rate (2.2%) was slightly higher, which could indicate that the content under "Home Life" may need to be fine-tuned to reduce drop-offs.

Community Services and Family & Community had lower CTRs at 17.04% and 17.63%, respectively, meaning fewer users clicked on these terms. Despite the lower engagement, Family & Community had the lowest bounce rate (0.97%), suggesting that while fewer users clicked, those who did stayed longer on the site.

**Final Recommendation: Army Services**

Given its strong combination of high CTR (46.48%), average clicks (1.72), and low bounce rate (2.03%), Army Services is the best alternative to "Home Life." It shows potential to maintain high engagement while also retaining users on the site.