A/B-Testing for an emerging B2B-Matchmaking Platform

Interdisciplinary Project (IDP) from the Professorship for Economics of Innovation & COATING RADAR

CONTEXT

The Coating Radar is an emerging B2B-Matchmaking-Platform that brings together the demand and the supply side in the coating industry. We are focusing on the market for coating services what means that we connect the potential business customer of a coating service with the relevant coating shop or job coater. In Germany, we have around 3.000 of these coating service companies (supply side). On the demand side, you can find very different industries, e.g. automotive, medical engineering, aerospace or construction. We launched our first MVP (Minimum Viable Product) in November 2019 to generate first requests (www.coatingradar.com). But our vision is much more comprehensive: we want to digitalize the coating industry with many different solutions. Just to mention shortly the main problems that we are tackling in the moment:

- For the demand side, it is hard to find the right coating shop in the highly fragmented and diverse coating market. We reduce the search, planning and coordination effort through fast and efficient matching – soon completely automated and smart.
- For the coating shops from the supply side, it is a challenge to fully utilize the existing capacities because of swings in demand and short-term requests. Furthermore many of these requests have a low quality because information might be missing. We support coating shops to improve their capacity utilization by generating high-quality leads.

IDP TASK

Your task is about the execution and evaluation of an A/B-Testing for the website of Coating Radar. A/B-Testing describes a randomized experiment with two variants (A and B). It is a way to compare two versions of a single variable, typically by testing a subject’s response to variant A against variant B, and determining which of the two variants is more effective. This method is mainly used in software and web design with the aim to increase a certain user action or reaction. In our case, we want to test if we can generate more search requests by using and changing certain variables. There, we have several ideas: One of them would be whether the use of “du” or “Sie” plays a role in the German version of the website. As we are located in the B2B sector, there might be an evidence – but we don’t know, and for that reason we need your support!

Sub-Tasks would be:
- Setting up a project plan, incl. time schedule and responsibilities for each team member
- Planning of the experiment(s), incl. selection of a suitable software tool or plugin (which runs on WordPress)
- Implementation of the software tool in the given environment
- Execution and evaluation of the experiment(s)

Basic knowledge in WordPress and web development are required for this IDP. We are looking forward to your message!

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