

Intelligently Adapting User Interfaces through Dynamic, Personalized A/B Testing

To rapidly enhance and personalize user-facing technology, we provide an engine for using statistical machine learning to do dynamic A/B testing.

The methodology of A/B testing or randomized experiments is used by the best technology companies to empirically discover which user interfaces, websites, or marketing campaigns are most effective in impacting people. Digital educational resources and apps for health behavior change can similarly be optimized using A/B testing to discover how best to help people learn and change habits and behaviors.

The algorithms we use can be applied across these domains to optimize how people interact with technology.



Features

- Backend engine and API for using machine learning to guide A/B experiments, automatically enhancing and personalizing user interfaces.
- Educational systems that discover how to explain concepts.
- Health behavior change apps that crowdsource ideas for how to change people's behavior.



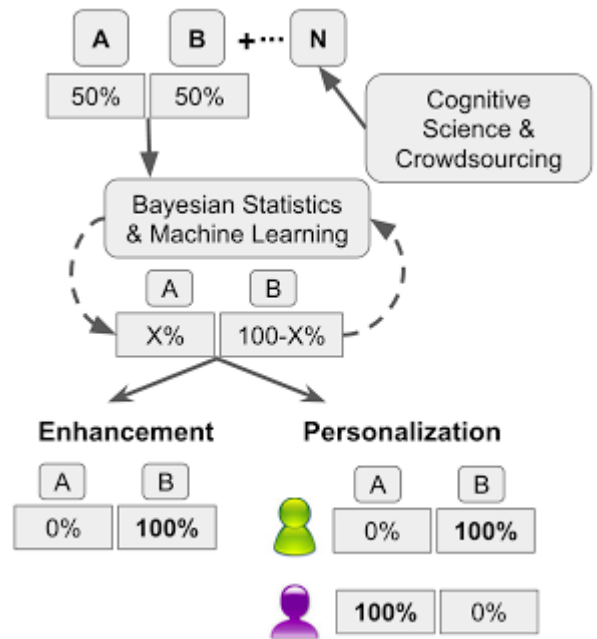
Applications

- Enhancing explanations in lessons and online problems.
- Modifying apps for health behavior to provide personalized prompts to plan.
- Text messaging campaigns to get people to exercise.
- Automating the distribution of marketing emails.



Benefits

- Harnessing the wisdom of crowds and collaborative groups in developing ideas, but identifying the best through rigorous experimental comparisons.
- Personalization of products and experiences, rather than a one-size fits all approach to designing technology.



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