

Combining Experiments and Surveys to Understand the Pinterest User Experience

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Abstract : Running experiments while logging detailed user actions has become the standard way of testing product features at Pinterest, as at many other Internet companies. While this technique offers plenty of statistical power to assess the effects of product changes on behavioral metrics, it does not often give us much insight into why users respond the way they do. By combining at-scale experiments with smaller surveys of users in each experimental condition, we have developed a unique approach for measuring the impact of our product and communication treatments on user sentiment, attitudes, and comprehension.

Keywords : experiments, methodology, surveys, user experience

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