



Demo experiments

Purpose

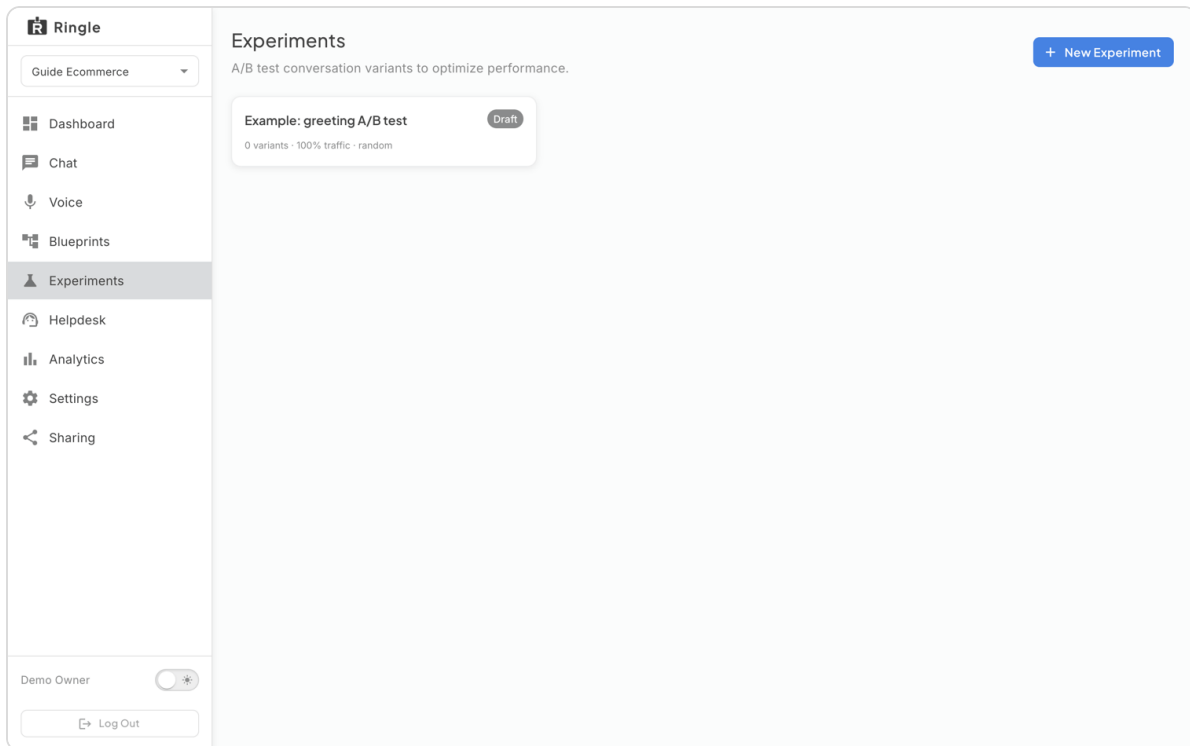
A/B test conversation variants from your workspace. Browse the experiments list and learn the create-experiment form, its traffic and routing settings, and the variants table.

Prerequisites

- A demo workspace with its conversation initialized (open Blueprints once if you have not).

Steps

1 Step 1



⚡ Action: Open Experiments from the workspace sidebar.

✓ **What you should see:** The page header reads "Experiments" with the subtitle "A/B test conversation variants to optimize performance." A workspace with no experiments yet shows "No experiments yet. Create one to get started." and a New Experiment button (also in the header). Existing experiments appear as cards. Each card has a status chip (Draft, Running, Paused, or Concluded) and a summary of variant count, traffic allocation, and routing strategy. While an experiment is running, the New Experiment button is disabled.

2 Step 2

The screenshot shows the Ringle Experiments interface. A sidebar on the left contains navigation links: Dashboard, Chat, Voice, Blueprints, Experiments (selected), Helpdesk, Analytics, Settings, and Sharing. The main area is titled 'Experiments' with a subtitle 'A/B test conversation variants to optimize performance.' and a '+ New Experiment' button. A 'New Experiment' dialog box is open, featuring a 'Name' field with 'Guide greeting test', a 'Description' field, a 'Traffic Allocation' slider set to 100%, and a 'Routing Strategy' dropdown set to 'Random'. Below these is a 'Variants' table with two rows: 'control' and 'variant-b', both with a 'wismo' slug and a weight of 50%. The 'control' variant is marked as the control group. At the bottom of the dialog are 'Cancel' and 'Create Experiment' buttons.

Name	Conversation Slug	Version	Weight (%)	Control	Actions
control	wismo	3	50	☒	
variant-b	wismo	3	50	☐	

Action: Click New Experiment. Fill in the basics.

✓ **What you should see:** The “New Experiment” dialog opens. It has Name (required), Description (optional), a Traffic Allocation slider, and a Routing Strategy select. Traffic Allocation is the share of conversations that enter the experiment; the default is 100%. For Routing Strategy, Random assigns visitors randomly by weight, and Deterministic keeps assignment stable for the same visitor. Below is the Variants table with columns Name, Conversation Slug, Version, Weight (%), Control, and Actions, plus an Add Variant button. Variant weights should total 100%; the dialog warns when they do not. Cancel and Create Experiment buttons close the dialog.

3 Step 3

The screenshot shows the Ringle Experiments dashboard. On the left is a sidebar with the Ringle logo and a dropdown menu set to 'Guide eCommerce'. Below this is a list of navigation items: Dashboard, Chat, Voice, Blueprints, Experiments (highlighted), Helpdesk, Analytics, Settings, and Sharing. At the bottom of the sidebar, there is a 'Demo Owner' toggle switch and a 'Log Out' button. The main content area is titled 'Experiments' with a subtitle 'A/B test conversation variants to optimize performance.' and a '+ New Experiment' button in the top right. It displays two experiment cards: 'Guide greeting test' and 'Example: greeting A/B test'. Both cards show '0 variants · 100% traffic · random' and have a 'Draft' status chip.

⚡ Action: Click Create Experiment.

✓ What you should see: The dialog closes. The new experiment appears in the list as a card with a grey Draft status chip. Nothing runs yet; a draft only starts when you open it and click Start.

4 Step 4

The screenshot shows the Ringle Experiments interface. On the left is a sidebar with the Ringle logo and navigation links: Dashboard, Chat, Voice, Blueprints, Experiments (highlighted), Helpdesk, Analytics, Settings, and Sharing. Below the sidebar is a 'Demo Owner' section with a toggle switch and a 'Log Out' button. The main content area is titled 'Experiments > Guide greeting test'. At the top right of this area are three buttons: 'Draft' (disabled), 'Start' (active), and 'Delete' (disabled). Below these buttons is a table titled 'Guide greeting test'.

Name	Conversation	Weight	Voice	Actions
control	vismo # v3	50	Default	[Edit] [Share] [Delete]
variant-b	vismo # v3	50	Default	[Edit] [Share] [Delete]
+ Add Variant				

⚡ Action: Click the experiment card to open its detail page.

✓ **What you should see:** The detail page shows the experiment name, its status chip, and the variants table. The table lists each variant's name, the conversation and version it points at, its weight, its voice, and session counts once running. The available actions depend on status. A Draft offers Start and Delete; Start is enabled once there are at least two variants and weights total 100%. A Running experiment offers Pause and Conclude. A Paused one offers Resume and Conclude. Conclude asks you to pick the winning variant and cannot be undone.

Troubleshooting

- The New Experiment button is disabled: another experiment is running. Pause or conclude it first; only one experiment runs at a time.

- Start stays disabled on a draft: it needs at least two variants and the weights must total exactly 100%. The page shows the current sum when it is off.
- Be careful with Delete on a draft experiment: it takes effect immediately, with no confirmation dialog.

Notes

- Routes: `/demos/:demoWorkspaceId/experiments` (list) and `/demos/:demoWorkspaceId/experiments/:experimentId` (detail).
- Source components: `pages/demo-workspace/DemoWorkspaceExperimentsListPage.jsx`, `pages/demo-workspace/DemoWorkspaceExperimentDetailPage.jsx`, and the shared `components/experiments/ExperimentEditor.jsx` dialog.
- Status chip colors: Draft grey, Running green, Paused orange, Concluded blue.
- Concluding an experiment is permanent and by default promotes the winning variant to the active conversation; only do it on experiments you own.