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(54) Title: METHOD AND SYSTEM FOR TEST-DURATION ESTIMATION

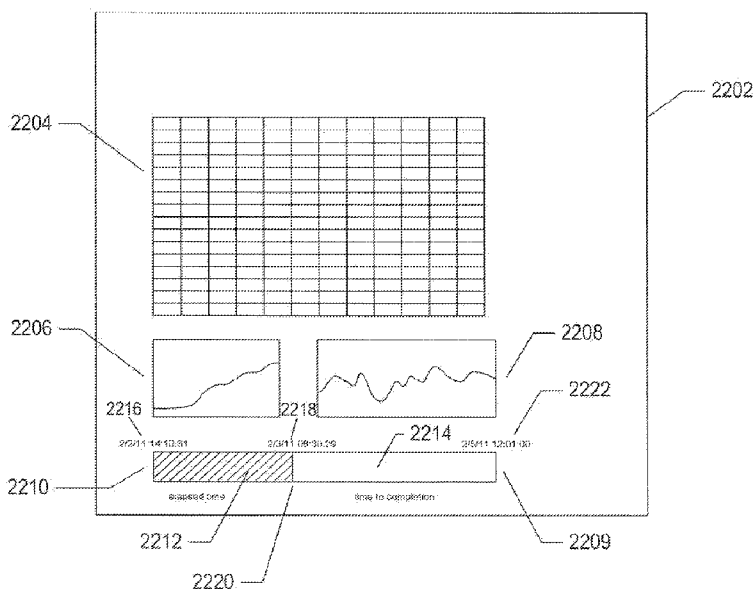


FIG. 22

(57) Abstract: Certain embodiments of the present invention are directed to test-duration estimation. A time needed to run an automated web-page test, or the remaining time needed to complete the automated web-page test, is estimated by estimating a sample size needed to ensure that observed differences in conversion rates are attributable, with a specified statistical significance, to selecting particular factor levels for particular factors that are varied during the automated testing. The estimated sample size is then divided by an average web-page access rate to obtain the remaining testing time to achieve a specified significance level.

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PCT/US2011/023518**A. CLASSIFICATION OF SUBJECT MATTER****G06F 17/00(2006.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

G06F 17/00; G06F 11/30; G01R 31/28; G06F 15/173

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & Keywords:web page, duration<or>time,

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2007-090460 A1 (VERIGY (SINGAPORE) PTE. LTD. et al.) 16 August 2007 See paragraphs 67 - paragraph 73; and figure 1.	1
A	US 7216168 B2 (GREG ELLIOTT MERRIAM) 08 May 2007 See Column 8, line 29 - Column 9, line 36; and figure 4.	1
A	US 7330887 B1 (ASHISH D. DHARMADHIKARI) 12 February 2008 See Column 6, lines 9 - line 67; and figure 4.	1

 Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:

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"P" document published prior to the international filing date but later than the priority date claimed

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"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

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US 7216168 B2	08.05.2007	US 2003-0195960 A1 US 6587878 B1	16.10.2003 01.07.2003
US 7330887 B1	12.02.2008	None	