

# Defining the description for a modification

You can define a description for a modification that lacks one, or edit an existing description.



For an A/B test modification, the description should be a hypothesis that defines the problem, proposed solution, and expected result for the test.

Here's an example hypothesis:

*Our contact page receives a lot of unique views according to our analytics software, but only a fraction of the visitors actually bother to fill out the contact form. Shortening the form by removing all optional fields will make the form less daunting and increase the number of leads generated.*

To define a description for a modification:

1. In the **Basic settings** view, in the sidebar, click **Define description**.

The screenshot shows the 'Basic settings' view for a modification named '68511 / Basic settings: Home page - Hero banner'. The interface is divided into two main sections: 'Targeting' and 'Placement\*'. The 'Targeting' section indicates that the modification targets all visitors and provides a 'Define targeting' button. The 'Placement\*' section shows the selected placement as 'Home page - Hero banner' with a 'Select placement' button. On the right side, there is a sidebar with several settings: 'Status' (Active), 'Case' (Personalization), 'Description' (with a 'Define description' button highlighted in orange), 'Schedule' (21.03.2022 10:58 - No end date, with a 'Define schedule' button), and 'Advanced settings' (with a 'Define settings' button). The 'Settings' and 'Statistics' tabs are visible at the top right.

2. In the **Description** field, enter the description for the modification.

The screenshot shows the 'Description' field in the 'Basic settings' view. The 'Name\*' field contains the text 'Home page - Hero banner'. Below it, the 'Description' field is highlighted with an orange box and contains the text 'Hero banner for the site home page'. The description field has a placeholder text: 'Enter a description for the modification. For an A/B test modification, this should be a hypothesis that defines the problem, proposed solution, and expected result for the test.'

3. Click **Save**.

You can now see the description in the sidebar of the **Basic settings** view:

**Status**

Active

**Case**

Personalization

**Description**

Hero banner for the site home page

Define description

**Schedule**

21.03.2022 10:58 - No end date

Define schedule

**Advanced settings**

Define settings