



## Experiment Doc

*Make a copy of this sheet, save it to your local drive and fill it out.  
You can delete anything in italics.*

Date:	Product:
Your Name:	

### BEFORE:

#### **We Believe That...**

*Write a hypothesis that contains a single risky assumption that can be tested and measured.*

*E.g. "We know that app users have better retention rates than web users, and we believe this is causation, not correlation. Therefore, if we encourage new signups to install our app after they register, rather than using our web version, it will increase our retention rates."*

#### **Therefore We Will...**

*Briefly explain your experiment at a high level.*

*"We randomly split new signups, and redirect half of them to the app store, and allow half of them to stay with our current mobile web experience."*

#### **Cost Impact & Estimates**

1. In terms of time and money, on a scale from 1 – 5, is this hard/slow/expensive (1) or easy/cheap/fast (5)?
2. If this works, how much will it impact our overall business growth? (1 = no noticeable impact, 5 = huge massive obvious impact)
3. Is there a faster, easier, cheaper way to test this?

#### **We Will Measure...**

*Choose a success metric that is deep enough in the funnel to be meaningful (e.g. not "clicks") and shallow enough that you can get your results data quickly.*



*E.g. For the app retention experiment, maybe it's month 2 retention rates as your primary metric. But also keep an eye on number of logins or transactions or some other behavioral metric, and long-term retention metrics as your test cohort matures.*

### **We are Right If**

*This is where you make a prediction (e.g. month 2 retention increases from 38% to 50%.)*

*Note, you need a specific numerical prediction, as your estimate of the impact will be used to calculate your sample size. Pick a big target - if the experiment won't have a big impact, you shouldn't waste time running it!*

*Also, encourage everybody to make "bets" and list them here. Give a prize to the winner. This reduces the chance people say "I knew that all along" when they see the results (AKA hindsight bias).*

### **If This Works Then We Will**

*What business action(s) will you take if your test is successful? (e.g. create and launch an Android version of the app, push all new signups to the app install). Also, what if the test fails? Maybe remove the interstitial that sends people to install the app?)*

### **How This Will Work**

*Write in details of your experiment design here, including messages, designs, flow diagrams, etc. to explain the experiment in more detail. Be sure to include screenshots of both versions. (You'll thank me for that).*

## **AFTER:**

### **Results & Analysis**

*Key numbers (traffic, conversion rates to registration) before vs. after or A vs B. Add screenshot of results from analytics tool, and/or link to any spreadsheets.*

### **Interpretation/analysis**

*Discuss the results in your growth meeting, and list any key takeaways here.*

- *Anything unexpected happen?*
- *Any theories as to why that happened?*



- *What did you learn? About your customers? About your proposition? About your own thinking / assumptions? About your tools and process?*
- *New questions or hypotheses?*
- *Anything you should start or stop doing?*

## **Actions**

*What should we do next?*

- *Do we expand, repeat and scale this?*
- *Any follow-up experiments needed?*
- *What implementation details do we do differently?*
- *Do we need to change any of our KPI definitions?*
- *Operational learnings about how to run experiments better in future e.g. tracking, experiment setup?*