Scrum-based Lab Experimentation

Setting Up in Jira

1. Create a Custom Issue Type

- **Name**: Experiment
- **Description**: Use for Scrum-based experiments to validate hypotheses and iterate on features.

Custom Fields:

1. **Experiment Type**:
    - Dropdown options: Feature Experiment, Usability Test, A/B Test, etc.
2. **Hypothesis**:
    - Text field for the hypothesis (e.g., "We believe a simplified homepage layout will increase user engagement.").
3. **Goals**:
    - Text field to define experiment objectives (e.g., "Reduce bounce rate by 10%.").
4. **Metrics to Measure**:
    - Multi-select field (e.g., Engagement, User Feedback, Conversion Rate).
5. **Sprint Goal**:
    - Text field summarizing the sprint's objective related to the experiment.
6. **Status**:
    - Options: To Do, In Progress, Done, Abandoned.

Scrum Workflow for Experiments

1. Product Backlog Refinement

- **Task**: Add the experiment as a user story or epic.
- **Steps**:
    - Define the hypothesis and goals.
    - Break the experiment into smaller tasks or subtasks (e.g., "Design layout A," "Implement A/B testing mechanism").
- **Jira Setup**:
    - Create an Epic: "Homepage Experiment."
    - Create linked user stories for tasks:
        - Story 1: "Design layout A."
        - Story 2: "Design layout B."
        - Story 3: "Implement A/B testing logic."
    - Use labels: `experiment`, `A/B Test`.

2. Sprint Planning

- **Task**: Plan the sprint and allocate experiment tasks to the team.
- **Steps**:
  - Assign tasks to team members.
  - Define a clear sprint goal (e.g., "Test two homepage layouts for user engagement metrics").
- **Jira Setup**:
  - Assign user stories to the sprint.
  - Add the **Sprint Goal** field: "Validate which homepage layout improves user engagement."

3. Sprint Execution

- **Task**: Work on experiment tasks and track progress.
- **Steps**:
  - Use Scrum ceremonies:
    - **Daily Standups**: Monitor progress, identify blockers, and share insights.
    - **Task Updates**: Transition tasks between statuses (To Do → In Progress → Done).
- **Jira Setup**:
  - Use a Scrum board to visualize progress.
  - Update task statuses during daily standups.

4. Sprint Review

- **Task**: Present results and compare with the hypothesis.
- **Steps**:
  - Share experiment outcomes.
  - Collect feedback from stakeholders.
  - Decide next steps (e.g., implement successful layout or refine further).
- **Jira Setup**:
  - Add findings to the **Experiment Hypothesis** or **Sprint Goal** fields.
  - Transition the epic/story to **Done** or **Abandoned** as appropriate.

5. Sprint Retrospective

- **Task**: Reflect on the execution process and identify improvements.
- **Steps**:
  - Discuss what worked well and challenges faced.
  - Plan process adjustments for future experiments.

- **Jira Setup**:
    - Document retrospective notes in a linked Confluence page or Jira comments.

Example: A/B Test for Homepage Layout

Epic:

- **Title**: "Homepage Experiment"
- **Hypothesis**: "We believe a simplified homepage layout will increase user engagement by 15%."
- **Goals**: Validate which layout drives better metrics (e.g., bounce rate, time on page).
- **Metrics to Measure**: Bounce rate, time spent on page, user feedback.

User Stories:

1. **Story 1**: Design Layout A (simplified layout).
    - Subtasks: Create wireframes, implement design, QA testing.
2. **Story 2**: Design Layout B (current layout with minor adjustments).
    - Subtasks: Create wireframes, implement design, QA testing.
3. **Story 3**: Implement A/B testing mechanism.
    - Subtasks: Set up test environment, deploy layouts, monitor metrics.

Sprint Goal:

- "Test two different homepage layouts and determine which one improves user engagement."

Execution in Jira:

- Use a Scrum board to manage tasks.
- Conduct daily standups to review progress.
- Update statuses and collect metrics continuously.

Sprint Review:

- Results:
    - Layout A reduced bounce rate by 20%.
    - Time spent on page increased by 30% compared to Layout B.
- Decision: Roll out Layout A as the new default.

Benefits of Scrum-based Experimentation

1. **Iterative Progress**: Experiments are planned, executed, and reviewed within time-boxed sprints.
2. **Team Collaboration**: Encourages continuous communication and feedback.
3. **Clear Accountability**: Defined sprint goals and tasks ensure focus.

4. **Actionable Insights**: Sprint reviews and retrospectives drive data-driven decisions.

Would you like detailed assistance in setting up a Scrum board or configuring these fields in Jira?

ChatGPT   Custom fields - Jira   Experiment 1 JIRA - Google D

aasisans.atlassian.net/secure/admin/ViewCustomFields.jspa?customFieldStatus=Active&page=1

Jira   Your work ⌄   Projects ⌄   Filters ⌄   Dashboards ⌄   Teams ⌄   Plans ⌄   Apps ⌄   Create   16 days left   Search

Issues

New issue search

Issue Types

Issue type hierarchy

Issue types

Issue type schemes

Sub-tasks

Workflows

Workflows

Workflow schemes

Screens

Screens

Screen schemes

Issue type screen schemes

Fields

Custom fields

[CHART] Date of First Response	Date of First Response	1 context	None	Not tracked	⋯
[CHART] Time in Status	Time in Status	1 context	None	Not tracked	⋯
Design LOCKED Custom field that stores design information for JQL	? Unknown	1 context	2 projects	Not tracked	⋯
development LOCKED Includes development summary panel information used in JQL	Dev Summary Custom Field	1 context	2 projects	Not tracked	⋯
Epic Color LOCKED Epic Color field for Jira Software use only.	Color of Epic	1 context	None	No information	⋯
Epic Link LOCKED Choose an epic to assign this issue to.	Epic Link Relationship	1 context	None	Not tracked	⋯
Epic Name LOCKED Provide a short name to identify this epic.	Name of Epic	1 context	None	No information	⋯
Epic Status LOCKED Epic Status field for Jira Software use only.	Status of Epic	1 context	None	Not tracked	⋯
Expriment type	Select List (single choice)	1 context	None	No information	⋯

‹   1   2   3   ›

ChatGPT   Scrum Lab Experiment - Back   Experiment 1 JIRA - Google D

aasisans.atlassian.net/jira/software/projects/SLE/boards/2/backlog

Jira   Your work ⌄   Projects ⌄   Filters ⌄   Dashboards ⌄   Teams ⌄   Plans ⌄   Apps ⌄   Create   16 days left   Search

Scrum Lab Experiment
Software project

PLANNING

Timeline

Backlog

Board

Forms NEW

+ Add view

DEVELOPMENT

Code

Project pages

Project settings

Archived issues NEW

Projects / Scrum Lab Experiment

Backlog

Search   AT   Epic ⌄   Insights   View settings

⌄ SLE Sprint 1   ✎ Add dates (0 issues)   0 0 0   Start sprint   ⋯

Plan your sprint
Drag issues from the **Backlog** section, or create new issues, to plan the work for this sprint. Select **Start sprint** when you're ready.

+ Create issue

                                                                0 issues   Estimate: 0

⌄ Backlog (0 issues)   0 0 0   Create sprint

Your backlog is empty.

☑ ⌄ A/B Test for Homepage Layout

Quickstart

Jira

Your work   Projects   Filters   Dashboards   Teams   Plans   Apps   Create   16 days left   Search

Scrum Lab Experiment
Software project

PLANNING

Timeline

Backlog

Board

Forms NEW

Add view

DEVELOPMENT

Code

Project pages

Project settings

Archived issues NEW

Projects / Scrum Lab Experiment

Backlog

Search   AT   Epic   Insights   View settings

SLE Sprint 1   Add dates   (0 issues)   0 0 0   Start sprint   ...

Plan your sprint
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+ Create issue

0 issues | Estimate: 0

Backlog (0 issues)   0 0 0   Create sprint

Your backlog is empty.

+ Create issue

Quickstart