Lean-based Lab Experimentation

Setting Up in Jira

1. Define a Custom Issue Type

- **Name**: Experiment
- **Description**: For tracking lean experiments focused on validating hypotheses and iterating on product features.

Fields for the Issue Type:

1. **Experiment Type**:
    - Dropdown options: MVP, A/B Test, Customer Feedback Test, etc.
2. **Hypothesis**:
    - Text field for stating the hypothesis (e.g., "We believe that adding X will result in Y").
3. **Metrics to Measure**:
    - Multi-select field for metrics (e.g., Click Rate, Sign-up Rate, Revenue Impact).
4. **Status**:
    - Options: Identify Hypothesis, Build MVE, Measure, Learn, Decide.
5. **Findings**:
    - Text area to document results and learnings from the experiment.
6. **Decision**:
    - Options: Implement, Pivot, Discard, Retry.

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2. Design the Workflow

- **Steps/Statuses**:
    - **Identify Hypothesis**: Clearly articulate the hypothesis.
    - **Build MVE**: Develop the minimal testable version of the solution.
    - **Measure**: Run the experiment and collect data.
    - **Learn**: Analyze the results to validate or invalidate the hypothesis.
    - **Decide**: Make a final decision (Implement, Pivot, Discard).
- **Transitions**:
    - Allow movement between all statuses to accommodate flexibility (e.g., Measure → Identify Hypothesis for refinement).

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3. Create a Workflow Template

Identify Hypothesis

- **Task**: Define a clear hypothesis.
- **Example**:
    - Hypothesis: "We believe that changing the button color to green will increase the click-through rate by 10%."
- **Exit Criteria**: Hypothesis is documented and reviewed.

Build MVE

- **Task**: Develop a minimal solution to test the hypothesis.
- **Example**:
    - Build a simple prototype or enable a feature for A/B testing.
- **Exit Criteria**: MVE is deployed and ready for testing.

Measure

- **Task**: Run the experiment with users.
- **Example**:
    - Collect data such as click rates or user feedback.
- **Exit Criteria**: Metrics are collected and documented.

Learn

- **Task**: Analyze results to validate or invalidate the hypothesis.
- **Example**:
    - Result: "Changing the button color increased click rates by 15%, validating the hypothesis."
- **Exit Criteria**: Findings are documented.

Decide

- **Task**: Based on findings, decide the next step.
- **Options**:
    - Implement: Roll out the feature.
    - Pivot: Adjust and retest.
    - Discard: Stop pursuing the idea.
- **Exit Criteria**: Decision is documented and shared.

Using the Workflow in Jira

1. **Create a New Issue**:
    - Select the issue type "Experiment."
    - Fill in the fields (Hypothesis, Experiment Type, Metrics, etc.).
2. **Track Progress**:
    - Move the issue through the statuses: Identify Hypothesis → Build MVE → Measure → Learn → Decide.

3. **Document Learnings**:
    - Use the **Findings** and **Decision** fields to record outcomes.
4. **Monitor Metrics**:
    - Attach dashboards or reports to track experiment-related metrics over time.

Example in Practice

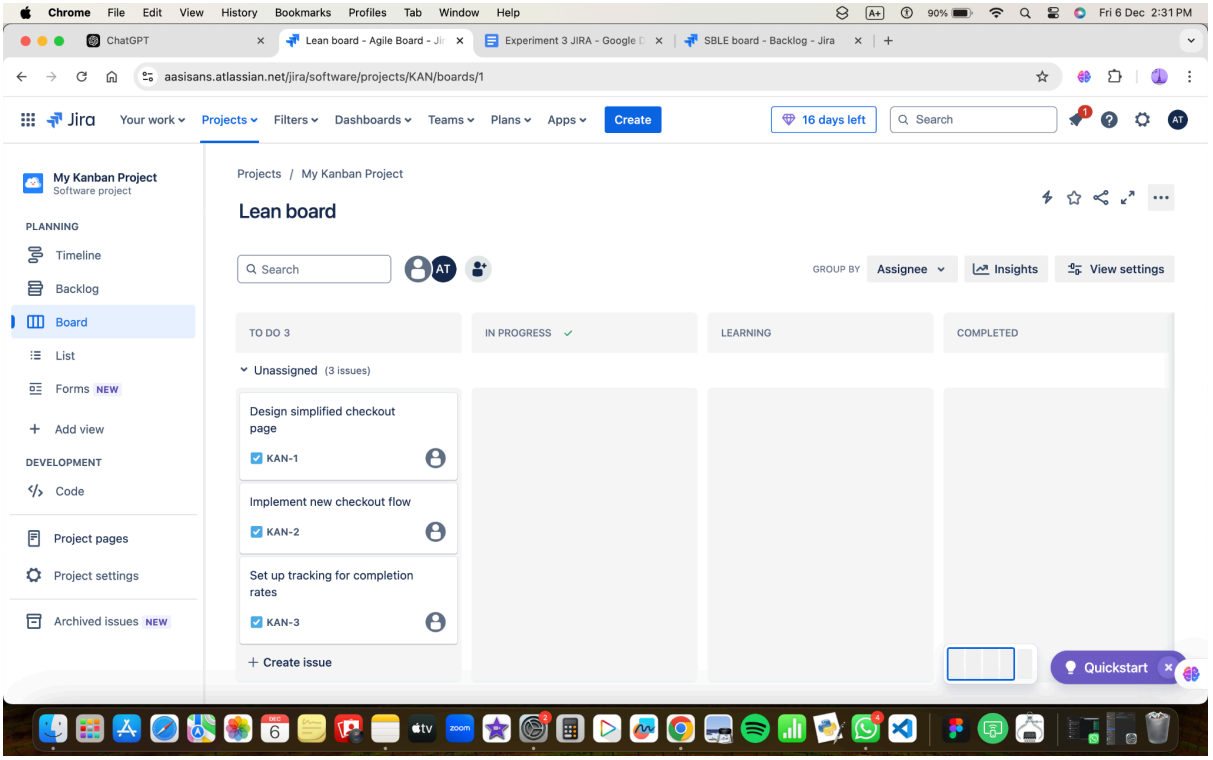
Issue Summary:

Experiment Type: MVP for New Feature
Hypothesis: Adding a "Quick Checkout" option will reduce cart abandonment.
Metrics to Measure: Abandonment Rate, Checkout Completion Rate

Workflow:

1. **Identify Hypothesis**:
    - Document hypothesis.
2. **Build MVE**:
    - Add a "Quick Checkout" option to the UI.
3. **Measure**:
    - Deploy feature to a small segment, track abandonment and completion rates.
4. **Learn**:
    - Data shows a 20% decrease in cart abandonment.
5. **Decide**:
    - **Decision**: Implement the feature for all users.

This process ensures experiments are well-documented, iterative, and aligned with lean principles while leveraging Jira to maintain visibility and accountability. Would you like assistance in creating custom fields or workflows in Jira?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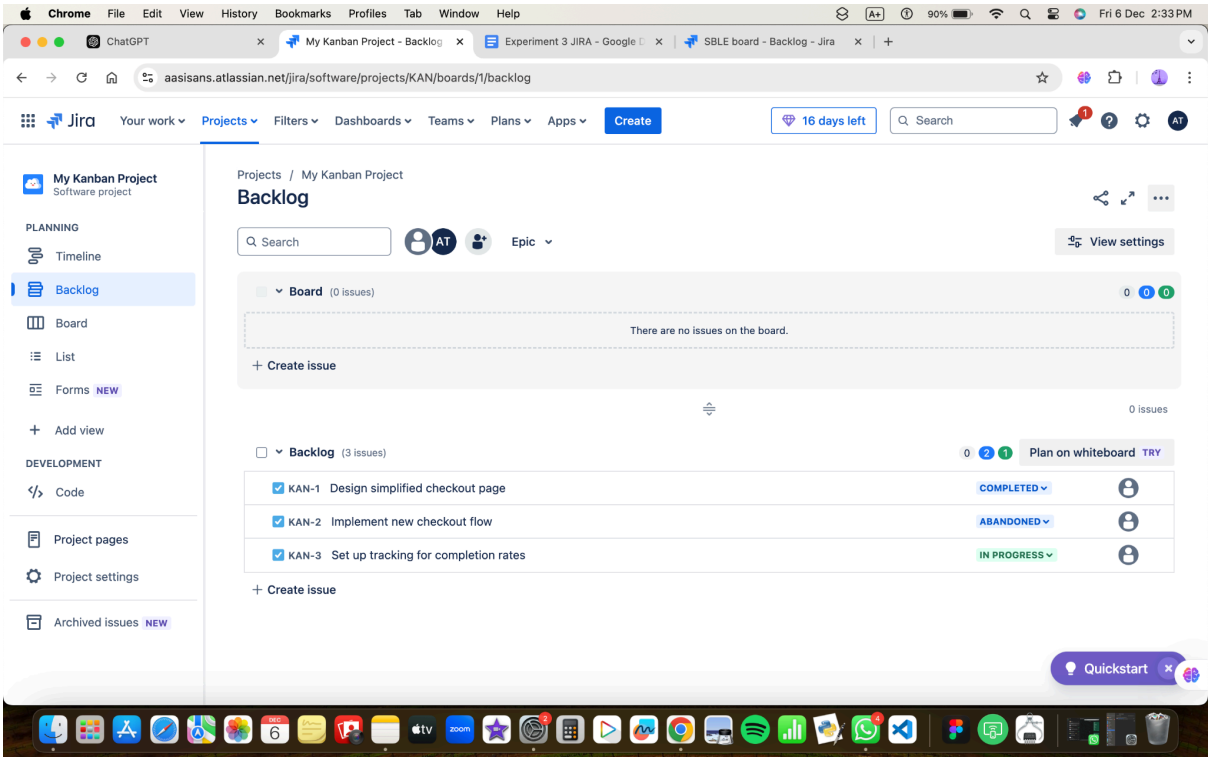
Design simplified checkout page
KAN-1
Implement new checkout flow
KAN-2
Set up tracking for completion rates
KAN-3
Create issue
Quickstart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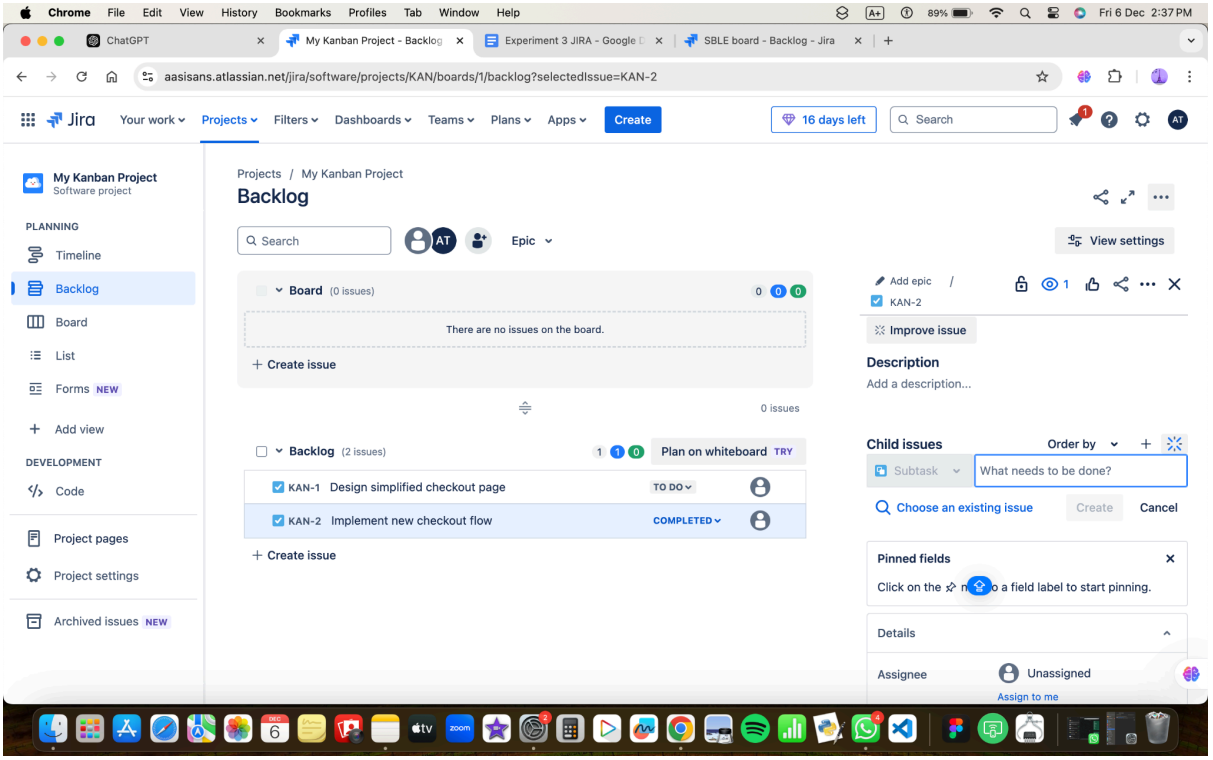
KAN-1 Design simplified checkout page
COMPLETED
KAN-2 Implement new checkout flow
ABANDONED
KAN-3 Set up tracking for completion rates
IN PROGRESS
Create issue
Quickstart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TO DO
KAN-2 Implement new checkout flow
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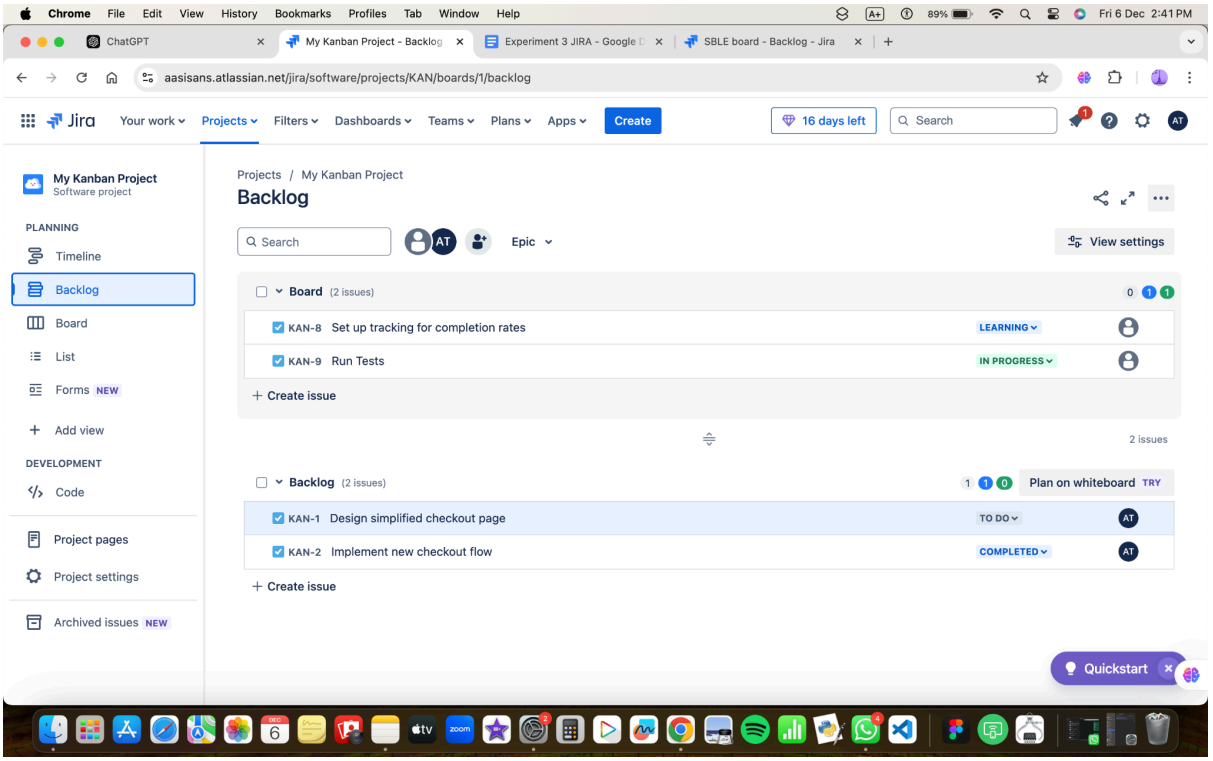
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Board (2 issues)
KAN-8 Set up tracking for completion rates
LEARNING
KAN-9 Run Tests
IN PROGRESS
Create issue
2 issues
Backlog (2 issues)
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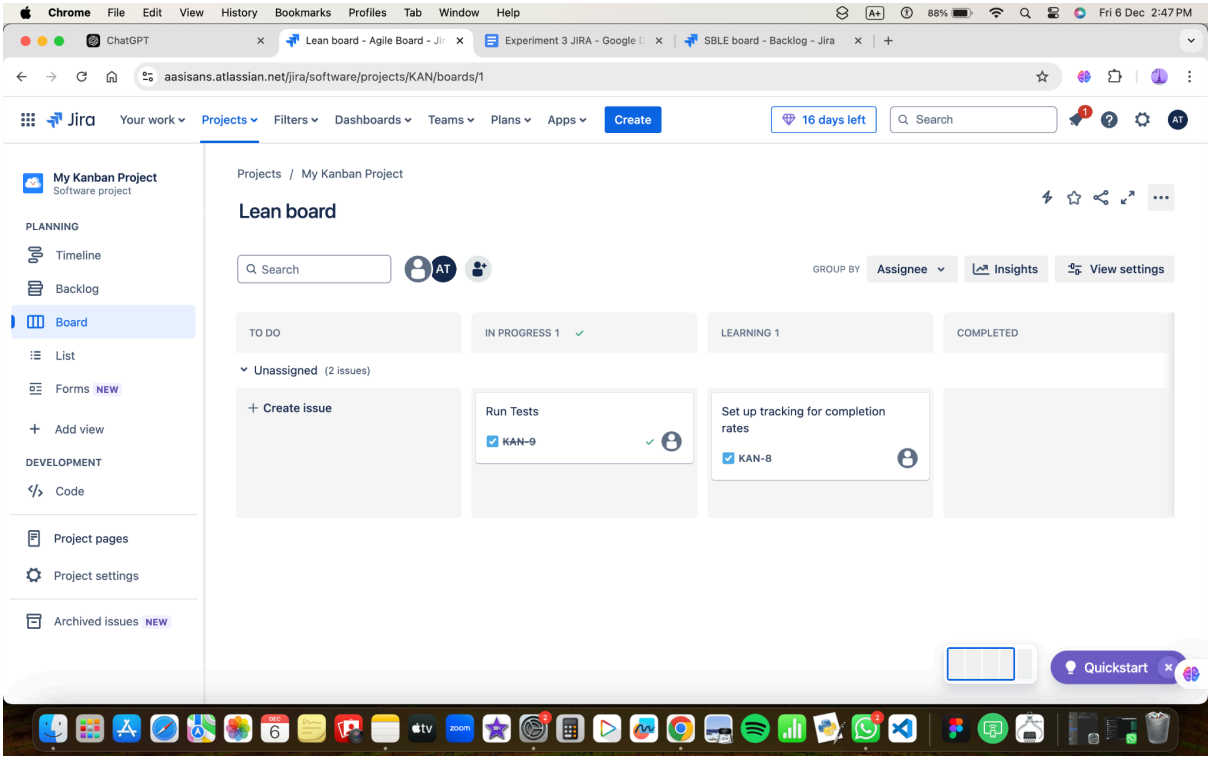
KAN-1 Design simplified checkout page
TO DO
KAN-2 Implement new checkout flow
COMPLETED
Quickstart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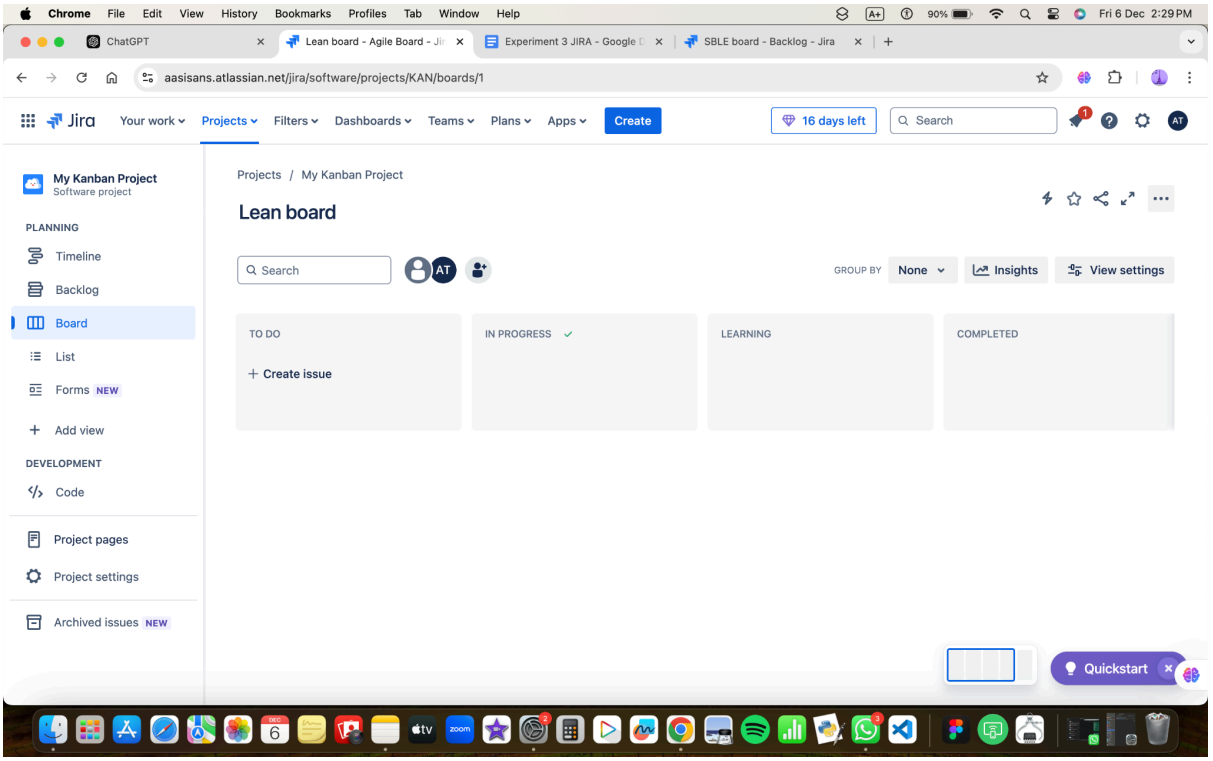
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