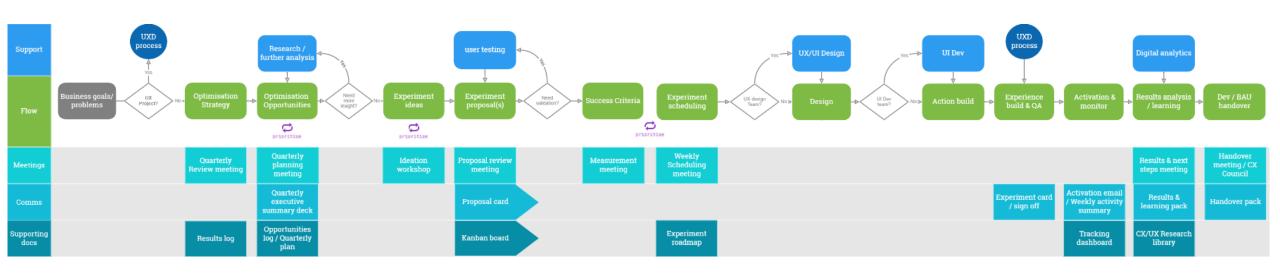
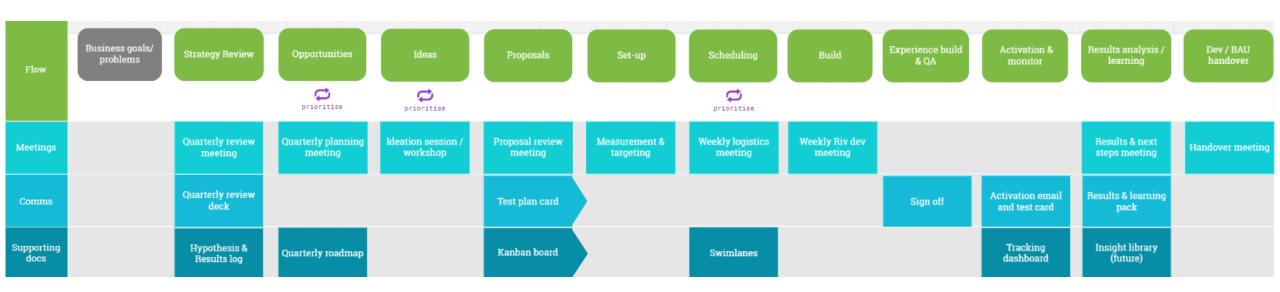
Optimisation Framework



Optimisation Framework without UI/UX support



Experiment card flow

Hypothesis

Key numbers

Variant Summary Research Variant details Set up Other ideas summary Proposal Why Evidence What Summary of other Slide per variant Metrics Hypothesis ideas to solve **Business** objective Commentary configuration Control What and why Where problem Variant summary Pages Time/ duration Experiment Results Useful Performance Results Learnings information Summary summary summary Results

Slide per variant

Other observations

KPI results

Visuals of variants

What

Primary and

secondary KPIs

Incremental ROI

Key learnings

commentary

Next steps

References

Links

Glossary

Meeting & comms

High-level view of proposed central team led meetings and related communications

