**Profle title**

| **Experiment plan and results** |  |
| --- | --- |
| **Experiment owner** | @ mention Owner here |
| **Reviewers** | @ Reviewer  @ Reviewer |
| **Approver** | @ Approver |
| **Optimizely link** | e.g., https://app.optimizely.com/ |
| **Jira ticket(s)** |  |
| **Status** | In review / In progress / Complete |
| **On this page** |  |

**Stakeholder summary**

Add a summary of results here.

## :clipboard:​ Experiment planning

### Overview

Add details about the experiment at a high level, including info like:

* What type of experiment is this? e.g., Web/Client Side A/B
* What user problem is being solved

### Hypothesis

We hypothesize that <change>

will *increase* / *decrease* <primary\_metric>

because <solve customer pain>

### Metrics

List your primary and second metrics for this experiment:

* primary metric
* secondary metric

### Targeting

Use this section to answer questions like:

* Where will this experiment run? e.g., target landing page
* Who will see it? e.g., target audience or cohorts
* What is the traffic allocation (% in total let in based on targeting)?

### Variations

|  | **A: Control** | **B: Variation** | **C: Variation** |
| --- | --- | --- | --- |
| **Screenshot** |  |  |  |
| **% of visitors/users to see each variation** |  |  |  |

### Pre-analysis

Add any baseline data or pre-analysis you have for this experiment. Add [planned sample size and time to run.](https://www.optimizely.com/anz/sample-size-calculator/)

### Notes

What feedback or gotchas do you have to share with internal teams (bugs, process or product gaps,etc.)?

## 📊 Results

| **Experiment start** | e.g., |
| --- | --- |
| **Experiment end** | e.g., |
| **Link to results in Optimizely** | e.g., https://app.optimizely.com/ |
| **Conclusion** | inconclusive / hypothesis proved |

Add a short summary of the metrics below and whether you hit significance.

|  | **A: Control** | **B: Variation** | **change** | **A: Control** | **C: Variation** | **change** |
| --- | --- | --- | --- | --- | --- | --- |
| **Cohort size** |  |  |  |  |
| **Primary metric** |  |  | Δ=  p-value=  power=  confidence= |  |  | Δ=  p-value=  power=  confidence= |
| **Other metrics** |  |  |  |  |  |  |

## :sparkles:​ Conclusions

### Highlights

* Primary goal
  + <Metric> <increased/decreased> <directionally/significantly> by <x%>
* Other goals
  + <Metric> <increased/decreased> <directionally/significantly> by <x%>

### Takeaways

* What are your key takeaways, questions or observations from this experiment?

### Follow-up

* What are next steps for you and your team (e.g., Rolling this experiment out to 100%)?