### **RICE Framework Adapted for Emma Sleep**

#### **🎯 Reach Matrix**

**Criteria:** % of users impacted by the test

|  |  |  |  |
| --- | --- | --- | --- |
| **Segment** | **Reach (%)** | **Points (R)** | **Example** |
| Sitewide Test | 80-100% | 1.0 | Header modification |
| Critical Journey | 50-79% | 0.7 | Checkout optimization |
| Specific Page | 20-49% | 0.5 | Mattress PDP redesign |
| Micro-Interaction | 1-19% | 0.3 | Delivery tooltip adjustment |

**Special Rule:** Local market tests have a ×0.6 coefficient applied to the final R score.

#### **💰 Impact Matrix (I)**

**Formula:** *I=(0.4×ΔCVR)+(0.3×ΔRevenue)+(0.3×ΔBehavior)I = (0.4 \times \Delta CVR) + (0.3 \times \Delta Revenue) + (0.3 \times \Delta Behavior)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **KPI** | **Min Δ** | **Max Δ** | **Points/Unit** | **Example** |
| CVR (pp) | +0.5% | +5% | 0.4/pp | Δ +2% → 0.8 |
| Revenue (€k) | +10k | +500k | 0.03/k€ | Δ +150k → 4.5 |
| Behavior\* | +5% | +50% | 0.06/% | Δ +20% AddToCart → 1.2 |

*\*Behavior = Weighted avg. of AddToCart (40%), PDP Access (30%), Scroll Depth (30%)*

#### **🔍 Confidence Matrix (C)**

**Proof Sources:**

|  |  |  |
| --- | --- | --- |
| **Type of Proof** | **Points** | **Example** |
| Previous A/B Test | 2.5 | Similar test on collection page |
| Advanced Analytics (SQL/GA4) | 2.0 | 6-month funnel analysis |
| Baymard Benchmark | 1.5 | Checkout study 2024 |
| User Testing (5+ participants) | 1.2 | Moderated session DE/FR |
| Verified Competitor Copy | 0.8 | Analysis of 3 market leaders |
| Heuristic Audit | 0.5 | WCAG compliance review |

*Capped at 5 points total - Minimum threshold = 3 points*

#### **⏳ Effort Matrix (E)**

**T-Shirt Sizing:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Size** | **Duration** | **Dev Effort** | **Design Effort** | **Example** |
| XS | 0-1 weeks | 0.3 | 0.2 | Minor CSS modification |
| S | 1-2 weeks | 0.5 | 0.3 | New tracking integration |
| M | 2-4 weeks | 0.8 | 0.5 | PDP module redesign |
| L | 4-6 weeks | 1.2 | 0.8 | Checkout revamp |
| XL | 6-8 weeks | 1.5 | 1.2 | Payment API migration |

### **📐 RICE Formula**

**RICE Score = (Reach × Impact × Confidence) / Effort**

*RICE=R×I×CEdev+Edesign\text{RICE} = \frac{R \times I \times C}{E\_{\text{dev}} + E\_{\text{design}}}*

### **🧮 Complete Example: High-Priority Test**

**Test:** Checkout form simplification (Sitewide)

* **Reach:** 85% of checkout users → R = 1.0
* **Impact:**
  + Δ CVR = +1.2% → 0.48
  + Δ Revenue = 80k€ → 2.4
  + Δ AddToCart = +8% → 0.48
  + **I = 0.48 + 2.4 + 0.48 = 3.36**
* **Confidence:**
  + Previous A/B test (+2.5)
  + Baymard Benchmark (+1.5)
  + User Testing (+1.2)
  + **C = 2.5 + 1.5 + 1.2 = 5.2 → Capped at 5**
* **Effort:**
  + Dev = 1.2 (L), Design = 0.8
  + **E = 2.0**
* **Final RICE Score:** *RICE=(1.0×3.36×5)/2.0=8.4RICE = (1.0 \times 3.36 \times 5) / 2.0 = 8.4*

### **🧮 Complete Example: Low-Priority Test**

**Test:** Copy change based on competitor benchmark (Local market)\*\*

* **Reach:** 20% of market users → R = 0.5 × 0.6 (local coefficient) = 0.3
* **Impact:**
  + Δ CVR = +0.5% → 0.2
  + Δ Revenue = 10k€ → 0.3
  + Δ AddToCart = +5% → 0.3
  + **I = 0.2 + 0.3 + 0.3 = 0.8**
* **Confidence:**
  + Verified Competitor Copy (+0.8)
  + **C = 0.8 (below threshold, not eligible)**
* **Effort:**
  + Dev = 0.5 (S), Design = 0.3
  + **E = 0.8**
* **Final RICE Score (Not Eligible due to Confidence < 3):** *RICE=(0.3×0.8×0.8)/0.8=0.24(Belowthreshold)RICE = (0.3 \times 0.8 \times 0.8) / 0.8 = 0.24 (Below threshold)*