**Standard Template for Jira tickets**

**REQUEST TYPE** (Delete as appropriate):

* Experimentation

**SUPPORTING INFORMATION**

Area of the Product: iPlayer recommendations

Platform: TV & WEB

Key Contacts: Barry O’Neill

**CONTEXT**

What is the background of your request? Live from next week.

Think analytics is being replaced with in house recommendations engines. These recommendations need to be tested in order to find the most valuable engine before Think Analytics is removed. This experiment will test different recommendation engines against Think Analytics.

What’s the objective of your work? Identify the user’s clicking on the recommendations rail on homepage and track their play starts and play watched statistics. Compare the three different experimental groups using statistical techniques.

**PRIORTISATION INFORMATION**

1) What is the cost of delay?

*\*A tangible and quantifiable description of the negative effects that will result in this work being delayed by any period of time. This can be expressed in a number of ways including expected downtime, financial cost, delay in making key decisions, being Blocked from continuing to deliver and many more. This does not need to be precise, and a guesstimate will do if numbers are not available.*

Replacing current provider so need to test new models quickly. This section gets little traffic so work will take time to get results, so work needs to be done quickly. Cost is to the team moving forward with their recommendations work. This work needs some preliminary investigation quickly (within the week) and most work when the experiment is further down the line (~3/4 weeks).

2) Is there a specific date this is required by (please note ASAP is not an answer to this question)? Mid/end of April. Prelim within the week.

3) Is this affecting just you, your whole team or is it wider than this?   
Wider – removal product (think analytics)

4) How urgent is this?

Initial work within a few days, rest of work after a two/three weeks.

* It’s not causing any tangible pain (yet)
* It’s hampering my ability to work
* I am unable to proceed without this.

 5) Effort **(we will only start gathering from next quarter onwards)**

**DATA REQUIRED**

**TO DO**

Vicky got specifications from Barry. Vicky to look through prior work on personalise home experiment and adapt code for prelim work, then for complete work.