SRM PREVENTION CHECKLIST

PRE-LAUNCH

- [ ] QA across all platforms
- [ ] A/A test first
- [ ] Traffic ramp-up plan
- [ ] Technical implementation review
- [ ] Consistent tracking implementation

DURING EXPERIMENT

- [ ] Monitor traffic allocation daily
- [ ] Check performance metrics
- [ ] Set up automated SRM alerts
- [ ] Have troubleshooting playbook ready
- [ ] Document any observed anomalies

TEAM PROTOCOLS

- [ ] SRM awareness training
- [ ] Clear ownership of experiment quality
- [ ] Standard documentation requirements
- [ ] Knowledge sharing across teams

POST-EXPERIMENT

- [ ] Verify final allocation ratios
- [ ] Include SRM check in result validation
- [ ] Document learnings for future experiments
- [ ] Share findings with team