

This is to make sure that an experiment is really needed and that the experiment is designed correctly. Every experiment requires time and effort. Sometimes we can't experiment with certain things (due to a small sample size or a brand-new thing where there is nothing to compare).

Motivation for Experiment

- What customer/business pain point is being addressed?
- What is the hypothesis?
- What data (qualitative / quantitative) do we have to support the hypothesis?
- What's the target audience, please include everybody who would be impacted by this experiment.

Metrics

- What are you trying to measure? In other words, what does the success look like?
- What is the primary metric for the experiment?
- Any secondary metrics?
- What's the estimated impact of the experiment? (How many people will get impacted, best-case, mid-case, and worst-case impact scenarios)

Description of Experiment

- What is the change? Please give as much detail as possible
- What is the very first implementation? MVP

What is the test plan?

- What audience do you want to launch the experiment for? (target audience, desktop users, US-only, logged-in user or logged-out user or everyone , etc.)
- How is the audience being split between test and control?
- What is the desired split? (50/50?) Will there be a ramp-up period?
- What's the sample size needed?
- How long does the experiment run?
- Who will monitor the experiment?
- What dashboard/tools will be used?

Results & Iterations

- What are the high-level experiment results?
- What are the details of the experiment results? (Slice the results by context, location, gender, age, etc.)
- What are the key learnings?
- What are the next steps?
 - Stop, re-launch with some change, increase bucket size, or full launch?
- If it's an iteration, please add the iteration hypothesis as well.