

Airtable fields	Airtable notes	Jira Description table items/ fields
Site	This field contains the country value, which can be: BE, RO, CZ, RS or GR. It gets the values from a linked table.	This is the 4th item found in the Jira issue's description table Also fill in "Country / Affected Country" field with the same value.
Page Type	This field represents the type of page the experiment is located on, ex. 'Search', 'HP' (homepage), 'PDP', etc. It gets the values from a linked table.	This is the 5th item found in the Jira issue's description table
Name	Short name of the experiment.	Title of the CRO issue
Platform	Web or App This is a multiple-select field.	This is the 8th item found in the Jira issue's description table
Device	Desktop or Mobile This is a multiple-select field.	This is the 9th item found in the Jira issue's description table
Observation	Open text field, it will normally contain a reason for which the experiment idea is being proposed.	This is the 1st item found in the Jira issue's description table
Idea	A description of the changes proposed for experimentation.	This is the 2nd item found in the Jira issue's description table
Hypothesis	The hypothesis of the experiment. Format: IF... THEN... BECAUSE...	This is the 3rd item (third row) found in the Jira issue's description table
Primary metric (goal)	The main metric that's going to be impacted by the experiment, ex. Add to Cart, Order, CVR, etc. It gets the values from a linked table.	This is the 6th item (sixth row) found in the Jira issue's description table

Secondary metric	<p>Secondary metrics that the experiment will have an effect on.</p> <p>This is a multiple-select field.</p>	This is the 7th item (seventh row) found in the Jira issue's description table
Nobi comment	<p>Comments made by CRO agency.</p> <p>In Jira, this will be called 'Vaimo comments'</p>	This is the 10th item (tenth row) found in the Jira issue's description table
Sponsor comments	Comments made by Growth Team Lead.	This is the 11th item (eleventh row) found in the Jira issue's description table
Other comments	Other comments	This is the 12th item (twelfth row) found in the Jira issue's description table
To do/needed	List of items needed to be done in order to launch the experiment.	This is the 13th item (thirteenth row) found in the Jira issue's description table
How to QA	Contains instructions on how to do the QA of the experiment.	This is the 14th item (fourteenth row) found in the Jira issue's description table
Goal	<p>Contains the cluster, which can be: Loyalty & Personalisation; Convenience & Save time, or Inspire & Acquire</p> <p>It gets the values from a linked table.</p>	"Cluster" field
Idea from:	The proponent of the idea.	"Requested by" field
Created	Date field	This should be the time snapshot of when the Jira issue was created.
Planned start date		"Required Date Of Delivery" field
Estimated end date		"Due Date" field
Status		"Status" field

Type of test	Can be either of: Feature Toggle (FT); Whitelabel - Local Test (WL-LT); Local Test RO (LTRO) It gets the values from a linked table.	This is the 15th item (fifteenth row) found in the Jira issue's description table