Experiment-name-here

Owner:
Status: Planning, Implementing, Running, Analyzing
Links: Experiment │ Figma │ Jira │ Any other relevant links

Overview

|	
Experiment name	The name of the experiment
Business problem	Current state you want to change.
Hypothesis	We believe that [doing this] for [these people] will produce [this outcome].
Assumptions	What we currently understand about the metrics we are trying to move.
Metrics	- Click through rate - Cost per acquisition
Launch criteria	We will launch the treatment if click through rate increases by >1%.

Details

|	
Target Launch Date	When do you expect to start running the experiment?
Audience Targeting	**Bucketing criteria:** All visitors **Entity that gets bucketed:** visitor ID

[Minimum Detectable Effect](#) (MDE)	What is the smallest relative change in conversion rate you'll be able to detect?
[Audience Size](#)	How many visitors need to be exposed to **each** variation to reach statistical significance?
Traffic Allocation & Duration	What percentage of your target audience will be exposed to the experiment? How long will the test run?
Variation Split (A/B/N)	How will you split the traffic above between variations? Usually, traffic should be split evenly between variations (50/50, 33/33/33).
Primary Metric (event name)	Which metric will determine success? (eg. 'start' button click through rate)
Secondary Metric (event name)	Which metric(s) will be used to support? (eg conversion rate)

Design

Control
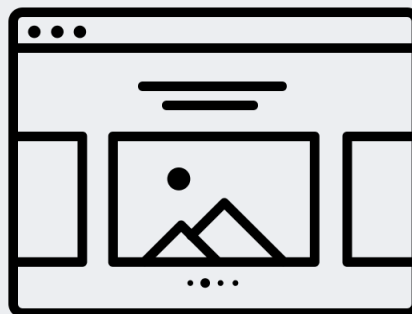
Variant A
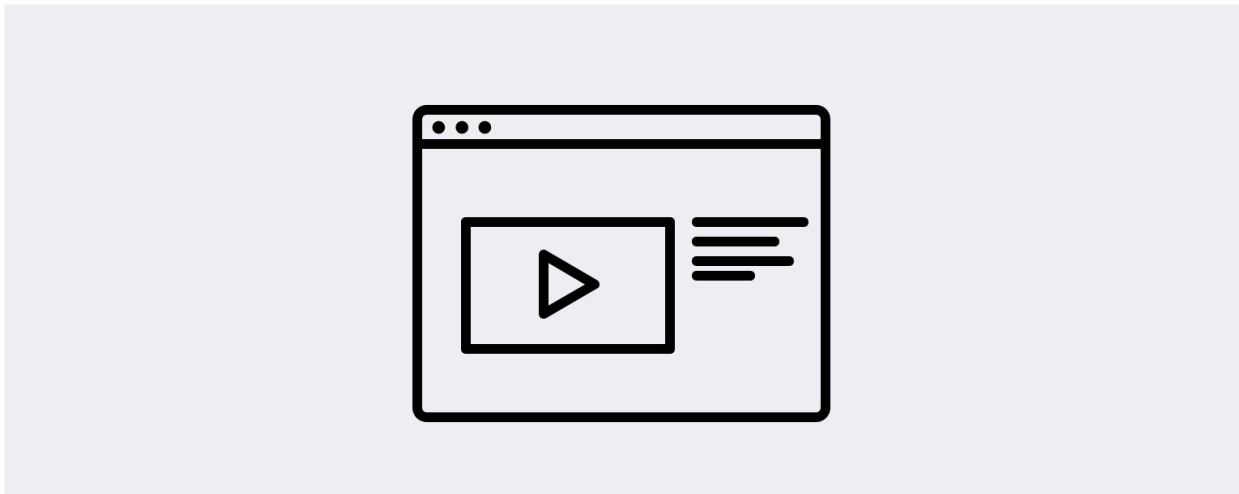
Evaluation

Add results, learnings, and next steps below once your experiment has finished running.

Results

Group	Converted	Total Audience	Conversion Rate	Significance
Control	XXXX	XXXXXX	X.XX%	XX%
Variant A	XXXX	XXXXXX	X.XX%	9X%

Learnings

Not every experiment will produce a winning variation. However, every experiment should produce learnings and generate new test ideas. Add learnings from your experiment here.

Next Steps