

Drexus Sample Experiment Plan

Turn guessing into learning, one small test at a time.

© Goal

Increase post-signup activation rate (more users completing their first chef booking).

Hypothesis

If we shorten the booking form from 5 steps to 3, more users will complete their first booking within 24 hours.

Element Description Owner Product Manager Duration 14 days User Segment New signups from paid ads Change Tested Shortened booking flow + progress indicator Control Group 50% users see original flow Test Group 50% users see 3-step version

Success Criteria

Metric	Target
Activation rate	+20% vs control
Drop-off after step 1	-30%
Time to first booking	<10 minutes

- Results Summary: (Example)
- Activation rate improved by 18%.
- ▲ Minor confusion on address field fix copy.
- Rollout new flow to 100% users next sprint.

Friend tip: One experiment. One variable. One decision.

Do that four times a month, and you'll know your users better than your competitors. FRIENDS