

How to use an experiment card

Experiment card ID 0223

Name "add to basket" position Date created 21/10/22

Hypothesis *What specific assumption are you testing?*
If "add to basket" button is always visible, then conversion will increase, because users do not have to scroll

Experiment design *Who is participating? What data do you plan to collect? How will data be collected?*
1. Move button above the horizontal edge of the page
2. Track number of clicks
3. Incremental internet traffic ramp up

Metric *What metric, threshold, and time period will determine if the hypothesis is proven or unproven?*
5% sales uplift first 6 months

Learnings *What have you observed? Are the results useful? Any experiment design shortcomings?*
1. No negative impact to sales
2. Sales uplift trend evident after first month
3. Need more time to model sales uplift
4. Need to improve how we manipulate data to create reports

Proved hypothesis
Improve style and behavior of button
String experiments

Unproved hypothesis
Model new metric
String experiments

Useful tips

1. Hypothesis

Focus on testing assumptions versus your own ideas.

2. Experiment design

Before you start an experiment, align around experiment design to avoid results objections after you run the experiment.

3. Metric

Always be explicit and define when you will take the measurement.

4. Learnings

First, use facts, figures, and trends to make sense of the results. Next, explain and analyse.

5. String experiments

Based on results, devote time to think and explain what future experiments can impact your metric. Avoid having new false positives which leads to many wasted experiments.

