Test Idea Framework

Create a Data-Driven Test Idea from Start to Finish

**What problem are we trying to solve?**
Describe a high-friction experience, an underperforming landing page, or another strategic issue you’re working on.

**Top metric**
Top metric you’re using to measure success: revenue, NPS, or something else.

**Hypothesis**
Write out what you expect to happen based on the change you’re testing with a clear, data-informed rationale.

**What customer feedback, user research, or other qualitative input do we have?**

**Secondary metrics**
What secondary metrics will we track as part of the experiment?

**Test location**
Pick a specific page, flow, or experience that could affect the top metric.

**Proposed change**
Describe a change you’d like to test.

**Which analytics data do we have to support our decision of what to test?**

**Quantitative data pool**

**Targeting**
Which audiences will be a part of the experiment?

**Proposed change**

**Duration**
What is the longest the experiment will need to run, based on our statistical significance calculations?

**Next Steps**
- Prioritize this experiment against other ideas we have.
- Determine the level of effort to design, build, and QA the experiment.
- Communicate plans for the experiment.