

Experiment Review Templates

May 2023



Note: Make edits to your copy of this public template by navigating to File > Make a Copy.

Experiment Design

Use before starting an experiment

1. What's changing? (Context, old vs new screenshots)
2. Why do you think this is good for customers? (The insight you're using)
3. What is the launch criteria? (What is being measured? What are guardrails?)
4. How long will you run this experiment? (and are there costs to be aware of?)

Recommended metadata

Collaborators/Stakeholders:

Company Goals this is aligned to:

Experiment Review

Use when concluding an experiment; also link to Pulse Scorecard

1. What is your decision? (Ship, Iterate, Abandon, Look at more data)
2. Why did you make this decision?
 - a. Metrics?
 - b. Any bias?
 - c. Any interesting segments?
 - d. was gain > cost?
3. Learning & Future Ideas to explore