



Growth Experiment Template

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Summary & Learning Objective

What do we intend to do, and what are we trying to learn by running this experiment?

This section should concisely describe the experiment in plain language.

*A great format to use is:

We want to <do this thing in the product> for <this group of users>. We hope to improve <this metric>, and do no harm to <this metric>. When this experiment concludes, we hope to have learned <learning objective>*

Hypothesis

What is our hypothesis? This should be grounded in some prior data (qualitative and/or quantitative) to maintain experiment quality and avoid reliance on opinion.

*A great format to use is:

Because <some insight/learnings/data/evidence we have> We believe that <doing this thing> Will result in <some change to this metric>*

💡 Remember that great hypotheses are grounded in evidence, not plucked from thin air.

Be specific with the evidence to help people understand the why behind the hypothesis.

It's good practice to link to any research collections, analytics charts or other evidence supporting the hypothesis.*

💡 *Think about evidence in 2 parts:



1. The observation of the situation (e.g. only 1.8% of users on this screen click the CTA), and
2. Why we think the test experience will change the observed situation (e.g. user research suggests that the CTA is not noticed, and a competing CTA that is more prominent is clicked by 16.4% of users)*

Example:

Because only 1.8% of visitors to the homepage click on the CTA to sign up, and a competing CTA to book a demo is clicked by 16.4% of users, and recent user research suggests the signup CTA is not noticed,

We believe that changing the location of the signup CTA to make it more prominently visible,

Will result in more visitors seeing and interacting with the CTA.

Evidence

Use this section to elaborate on and/or link to evidence supporting the hypothesis.

This might include things such as:

- Analytics charts or notebooks
- Session replays
- Recordings of user interviews or observational studies
- Competitive analysis
- Other market research

Experience

Control Group

Summarise the control group and what they will experience.

Include screenshots or anything valuable to convey the experience.



Test Group

Summarise the test/treatment group and what they will experience.

Include screenshots or anything valuable to convey the experience.

Targeting

Parameter	Value	Comment
Where	<Where will the experiment be seen; what product surface?>	
Who	<Who will see the experiment? All users? Excluding employees? Only users on a specific platform?>	
When	<When will they see the experiment? Are there conditions? This should be the very last moment before the user experience diverges for control and test group, i.e. when each set of users is bucketed in code>	
How	<How will the traffic be split between the test groups? e.g. 50/50 random?>	

Metrics

Aa Type	↗ Metric	≡ Definition	+ ...
Primary Metric		<How it will be measured>	
Secondary Metric		<How it will be measured>	
Secondary Metric		<How it will be measured>	
Guardrail Metric		<How it will be measured>	
+ New			

Statistical Design

We will test our hypothesis by assuming the change has no effect (the null hypothesis) and running an experiment for the target runtime specified below.

If we can measure a statistically significant change (of at least the MDE specified below) in our primary metric, then we reject the null hypothesis and conclude there is an effect.



Use this [stat design tool](#) to help identify appropriate parameters

Name	Value	Comment
Primary Metric Baseline	e.g. 15.8%	<where is our primary metric starting from?>
Target Runtime	e.g. 2 full weeks	<how long do we plan to run the experiment for?>
Required Sample Size	e.g. 1279 per variant	<what sample size do we need to achieve significance with given stats design?>
Statistical Power	e.g. 80%	<what is our tolerance to false negatives - detecting a loss in the case of a win>
Significance Level	e.g. 5%	
MDE (Minimum Detectable Effect)	e.g. 5%	

Action Plan

What we will do in certain circumstances.

What level of result is considered success?

What is considered uncertain?

What is considered failure?

How will we analyse and split the data?

Who might the outcome of this experiment be useful or interesting to?

Results

Document the outcome of the experiment.

What were the experiment results?

Which variant won?

Why do we believe that variant won?

What was the impact on secondary and guardrail metrics?



Have we met our learning objective?

What will we do now?

Are any other follow-ups needed?

Ensure that you link to charts/notebooks that document the experiment data.