

## Experiment Brief Template

<b>Experiment Name:</b>	
<b>Exp ID</b> (If applicable)	

### Phase 1 - Plan

Plan	
<b>Observations and Insights</b>  <i>What observations led to this experiment? This research can be quantitative, qualitative, competitive insights, user research, and more.</i>	
<b>Define the type of experiment</b>  <i>Hypothesis test or a Do No Harm test</i>	

<b>Hypothesis</b>	<b>We observed:</b>  <i>Document the qualitative, quantitative, or competitive insight</i>	
	<b>By:</b>  <i>Introducing or modifying the independent variable</i>	
	<b>We expect:</b>  <i>Define the change in behavior you expect</i>	
	<b>Leading to:</b>  <i>State the expected impact on your dependent variable</i>	

For Do No Harm Tests		
<b>Metrics</b>  <i>When you introduce major changes, like a new experience in your product, use a Do No Harm test for both primary and guardrail metrics to detect any negative impacts on your critical metrics</i>	<b>Primary</b>  <i>This could be a conversion rate</i>	
	<b>Guardrails</b> (optional)	

For Hypothesis Tests		
<b>Metrics</b>	<b>Primary</b>  <i>This could be a conversion rate</i>	
	<b>Secondary</b> (optional)	
	<b>Guardrails</b> (optional)	

<b>Total Sample Size</b>		
<b>Minimum Detectable Effect</b>	<b>Primary</b>	
	<b>Guardrail</b> (optional)	
<b>Experiment Event Name</b>		
<b>Experiment Event Parameters</b>		
<b>Actions</b>  <i>What actions will you take based on each</i>	<b>Win</b>	
	<b>Lose</b>	
	<b>Flat</b>	

of the following outcomes of the test?		
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## Phase 2 - Configure

Configure		
Variation Designs	<b>Variation 1</b>  <i>Define how it will differ from the control group. You should also link to any relevant designs</i>	
	<b>Variation 2</b> (optional)	
Allocation	<b>Split</b>  <i>This could be 50/50</i>	
	<b>Audience cohort</b>  <i>Are we targeting existing customers, new users, etc.?</i>	
	<b>Platforms</b>	
	<b>Section of site</b>  <i>In which section of your product is the test being conducted?</i>	
JIRA Tickets & Analysis (links)	Analytics JIRA	<a href="#">Link</a>
	Tech JIRA	<a href="#">Link</a>
	Pre-test Analysis	<a href="#">Link</a>
	Post-test Analysis	<a href="#">Link</a>

## Phase 3 - Monitor

<b>Monitor</b>		
<b>Planned test date</b>	From: [MM/DD/YYYY]	To: [MM/DD/YYYY]
<b>Duration (days)</b>		
<b>Ensure tracking in Analytics is working</b>  <i>Ensure that:</i> <ul style="list-style-type: none"><li>• The event fires on relevant platforms, devices and user groups</li><li>• You have configured consistent event names for control and variant across all platforms</li><li>• The exposure event fires when users are exposed to the experiment</li></ul>		

**Phase 4 - Analyze and Decide**

<b>Analyze and Decide</b>	
<b>Analysis</b>  <i>Document the outcome of the experiment</i>	
<b>Decision</b>  <i>Decide next steps based on your planning phase.</i>	
<b>Monitor ongoing performance</b>  <i>Continue to analyze behavior post-experiment</i>	