

WE BELIEVE THAT: _____

WILL RESULT IN: _____

WE'LL KNOW THIS WORKS WHEN: _____

CONFIDENCE LEVEL: High Medium Low

Test Setup

Control: _____	Variant: _____
Sample size required: _____	Duration: _____
Primary metric: _____	Secondary metric: _____

Results Log

Metric	Control	Variant	Lift %	Significant?	Decision

Outcome: Ship Iterate Kill

Learnings: _____