

# Experiment Framework

Whether you're trying out a new content style or implementing a user experience improvement, organizing your experiment design is crucial to the success of your experiment. Use this template to navigate the many elements required for successful testing.

**Observation:** Begin your experiment framework by stating the observation that sparked the decision to run an experiment. Keep this simple, informative, and to-the-point.

*Example: Recently, we have seen a decline in conversion rate on our content offers. Last month, we added two additional required fields to the landing page form.*

Fill in your response here:

**Objective:** Add structure to your experiment by writing out what goal you are trying to accomplish, such as to improve a specific metric or answer a question that you have.

*Example: Our goal is to increase the average landing page conversion rate.*

Fill in your response here:

**Hypothesis:** Based on your observation and objective, create a hypothesis that is rooted in the specific problem you are hoping to solve.

*Example: We believe that the decrease in landing page conversion rate is a result of added form fields.*



# Experiment Framework

Fill in your response here:

**Prediction:** Next, using your objective and hypothesis as your guide, state what you believe the outcome of this experiment will be if your hypothesis is true.

*Example: By experimenting with the form design, we believe that we can increase the average landing page conversion rate.*

Fill in your response here:

**Experiment design:** In this section, list out the steps you will follow to execute on the experiment.

*Example:*

- 1. Create a second version of the existing landing page form that reorganizes the form fields to make the form appear shorter and easier to complete.*
- 2. Run an A/B test on multiple landing pages that compares the existing form to the new form head-to-head over a 30-day window.*
- 3. Track the conversion rate over the 30-day window for each version and compare the results.*



# Experiment Framework

Fill in your response here:

**Considerations:** Here, list out any questions that need to be answered or considerations that need to be discussed before executing this experiment.

*Example:*

1. *Does my design team have the bandwidth to design a new form at this time?*
2. *Are other teams using this form? Have they experienced a decrease in conversion rate too?*
3. *Is there a different reason for this decrease in conversion rate that I am overlooking, such as a technical issue with Google Autofill?*

Fill in your response here:

**Success criteria:** Here, state what the result of a successful experiment will be.

*Example: A statistically significant increase in conversion rate.*

Fill in your response here:



# Experiment Framework

**Measurement:** With your success criteria in mind, state how you will measure the results of the experiment.

*Example: The results of this experiment will be tracked using the landing page A/B test feature in HubSpot.*

Fill in your response here:

**Results and learnings:** Once your experiment has been executed and the results have been analyzed, detail here the learnings you have from the experiment.

*Example: This experiment resulted in a statistically significant 5% increase in the landing page conversion rate. This experiment was a success and the new form should be scaled across our landing pages.*

Fill in your response here

