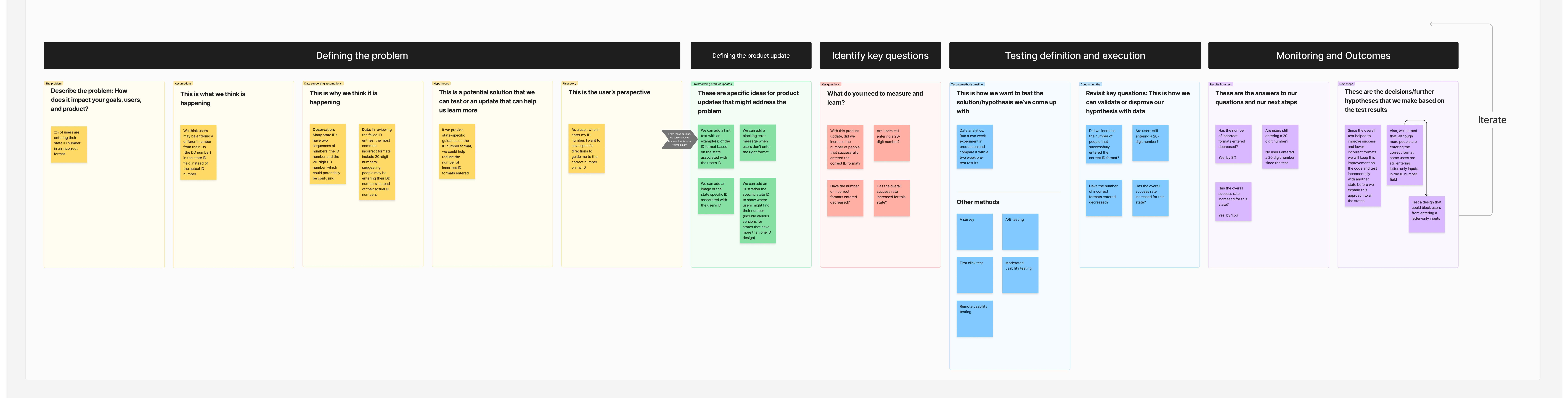
Example

Use this template to guide you through your small-scale, iterative experiment. We've provided example content, based on an experiment our team conducted. Our

Improving products with small, incremental experiments

experiment aimed to help people correctly input their state ID numbers into a form. To simplify our experiment and get rid of dependencies, we focused on improving

success rates for people from one state.



Identify key questions Testing definition and execution Defining the problem Describe the problem: How These are the decisions/further This is the user's perspective These are specific ideas for product Revisit key questions: This is how we This is how we want to test the This is what we think is This is a potential solution that we These are the answers to our This is why we think it is What do you need to measure and hypotheses that we make based on does it impact your goals, users, solution/hypothesis we've come up can validate or disprove our questions and our next steps updates that might address the can test or an update that can help learn? happening and product? the test results hypothesis with data us learn more Iterate