Toolkit Template

Improving products with small, incremental experiments

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 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.

Example

Defining the problem

The problem

Describe the problem: How does it impact your goals, users, and product?

x% of users are entering their state ID number in an incorrect format.

Assumptions

This is what we think is happening

We think users may be entering a different number from their IDs (the DD number) in the state ID field instead of the actual ID number

Data supporting assumptions

This is why we think it is happening

Observation: Many state IDs have two sequences of numbers: the ID number and the 20-digit DD number, which could potentially be confusing

Data: In reviewing the failed ID entries, the most common incorrect formats include 20-digit numbers, suggesting people may be entering their DD numbers instead of their actual ID numbers

Hypotheses

This is a potential solution that we can test or an update that can help us learn more

If we provide state-specific guidance on the ID number format, we could help reduce the number of incorrect ID formats entered

User story

This is the user's perspective

As a user, when I enter my ID number, I want to have specific directions to guide me to the correct number on my ID

From these options, we can choose to work on what is easy to implement

Defining the product update

Brainstorming product updates

These are specific ideas for product updates that might address the problem

We can add a hint text with an example(s) of the ID format based on the state associated with the user's ID

We can add a blocking error message when users don't enter the right format

We can add an image of the state specific ID associated with the user's ID

We can add an illustration the specific state ID to show where users might find their number (include various versions for states that have more than one ID design)

Identify key questions

Key questions

What do you need to measure and learn?

With this product update, did we increase the number of people that successfully entered the correct ID format?

Are users still entering a 20-digit number?

Have the number of incorrect formats entered decreased?

Has the overall success rate increased for this state?

Testing definition and execution

Testing method/ timeline

This is how we want to test the solution/hypothesis we've come up with

Data analytics: Run a two week experiment in production and compare it with a two week pre-test results

Other methods

A survey

A/B testing

First click test

Moderated usability testing

Remote usability testing

Conducting the

Revisit key questions: This is how we can validate or disprove our hypothesis with data

Did we increase the number of people that successfully entered the correct ID format?

Are users still entering a 20-digit number?

Have the number of incorrect formats entered decreased?

Has the overall success rate increased for this state?

Monitoring and Outcomes

Results from test

These are the answers to our questions and our next steps

Has the number of incorrect formats entered decreased?

Yes, by 8%

Are users still entering a 20-digit number?

No users entered a 20 digit number since the test

Has the overall success rate increased for this state?

Yes, by 1.5%

Next steps

These are the decisions/further hypotheses that we make based on the test results

Since the overall test helped to improve success and lower incorrect formats, we will keep this improvement on the code and test incrementally with another state before we expand this approach to all the states

Also, we learned that, although more people are entering the correct format, some users are still entering letter-only inputs in the ID number field

Test a design that could block users from entering a letter-only inputs

Iterate

Template

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Type anything, @mention anyone

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