Hypothesis framework

We know that
> quant and qual data

We believe that
> lever

for
> audience

will result in
> goal

We'll know by testing
> test concept

on
> area

and observing
> KPI

for
> duration

CONVERSION.

Glossary

Quant and qual data What's the data and insight that supports the test? This can come from a huge number of sources, like web analytics, sales data, form analysis, session replay, heatmapping, onsite surveys, offsite surveys, focus groups and usability tests. Eg "We know that 96% of visitors to the property results page don't contact an agent. In usability tests, all users wanted to see the results on a map, rather than just as a list."

Lever What's the core theme of the test, if distilled down to a simple phrase? Each lever can have multiple implementations or test concepts, so it's important to distinguish between the lever and the concept. Eg a lever might be "emphasising urgency" or "simplifying the form".

Audience What's the audience or segment that will be included in the test? Like with the area, make sure the audience has sufficient potential and traffic to merit being tested. Eg an audience may be "all visitors" or "returning visitors" or "desktop visitors".

Goal What's the goal for the test? It's important to prioritise the goals, as this will affect the KPIs. Eg the goal may be "increase orders" or "increase profit" or "increase new accounts".

Test concept What's the implementation of the lever? This shows how you're applying the lever in this test. Eg "adding a map of the local area that integrates with the search filters".

Area What's the flow, page or element that the test is focused on? You'll need to make sure there's sufficient potential in the area (ie that an increase will have a meaningful impact) as well as sufficient traffic too (ie that the test can be completed within a reasonable duration – see below). Eg the area may be "the header", "the application form" or "the search results page".

KPI The KPI defines how we'll measure the goal. Eg the KPI could be "the number of successful applications" or "the average profit per order".

Duration Finally, the duration is how long you expect the test to run. It's important to calculate this in advance – then stick to it. Eg the duration may be "2 weeks".

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