

# Experiment scorecard

A decision-focused experiment brief and readout—built for speed, credibility, and stakeholder alignment.

## EXECUTIVE SUMMARY

Use this as the single-page artifact that aligns stakeholders on what you're testing, how you'll measure it, and what decision you'll make.

## Experiment snapshot

Field	Fill in
Experiment name	e.g., Guided recommendations module v1
Customer segment	Who is included / excluded?
Hypothesis	If we _____, then _____ because _____.
Primary success metric	One metric that defines “win”
Secondary metrics	2-3 supporting metrics
Guardrail metrics	What must not get worse (trust, churn, complaints)
Minimum detectable effect	Expected lift or threshold worth shipping
Sample / allocation	Split %, sample size target
Duration	Planned start/end; minimum runtime
Decision rule	Ship / iterate / stop criteria (explicit numbers)
Owner	Accountable lead + partners

## Implementation notes

- Instrumentation implemented and validated in staging (events + properties).
- Randomization method documented (user-level vs session-level).
- Exposure logged (who saw what, when, and how often).
- QA includes edge cases, latency impact, and accessibility checks.
- Pre-launch checklist completed (privacy, risk, comms, support).

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## Results readout

Metric	Control	Variante	Delta	Confidence / notes
Primary metric				
Secondary metric 1				
Secondary metric 2				
Guardrail metric 1				
Guardrail metric 2				

## Decision

- Ship: success metric met and guardrails healthy
- Iterate: mixed results; adjust hypothesis or experience
- Stop: no lift or guardrails violated

Key learnings (bullet, 3 max):

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

Next steps (date + owner):

\_\_\_\_\_