

A/B Testing

Project..... Date.....

Page	Observation	Hypothesis	Element	Test Variation
Where is the A/B test taking place?	Why A/B test this page? What's the problem?	Why is the problem occurring?	What element will be tested?	What part of the element will change?

CIE Score

Confidence	Importance	Ease	CIE Score

Measuring

KPI	Baseline KPI	Visitors	Test Duration

KPI Results	Insights
	What was learned? What are the next steps?
Test Result	