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| **Test number** | 001 | |
| **Experiment name** |  | |
| **Background** | *State the problem. Use the data to illustrate where there is an issue that needs to be addressed.* | |
| **Hypothesis** | *What changes should be made to improve? What return will you get from an improvement?* | |
| **URL** | *Where will the test be run?* | |
| **Test type** | *A/B or MVT?* | |
| **Target audience** | *Who will see the test on the URL? E.g. All traffic, mobile only, UK traffic only, ad traffic only etc.* | |
| **Key dates** | Brief: | |
| Sign-off: | |
| Build: | |
| Live: | |
| Finish: | |
| Review: | |
| **KPIs** | **KPIs before:** | **KPIs after:** |
| **Page elements to change** | *Brief in the changes or link to the brief* | |
| **Post-test analysis and recommendations** | *What are your recommendations post-test?* | |