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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?*    |