

The Dos and Don'ts of Hypothesis Testing

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Product & UX are going through a
mindset shift.

Old way:

Build 10 things, find out only 3 worked.

New way:

Run 10 experiments, build the 3 that worked.

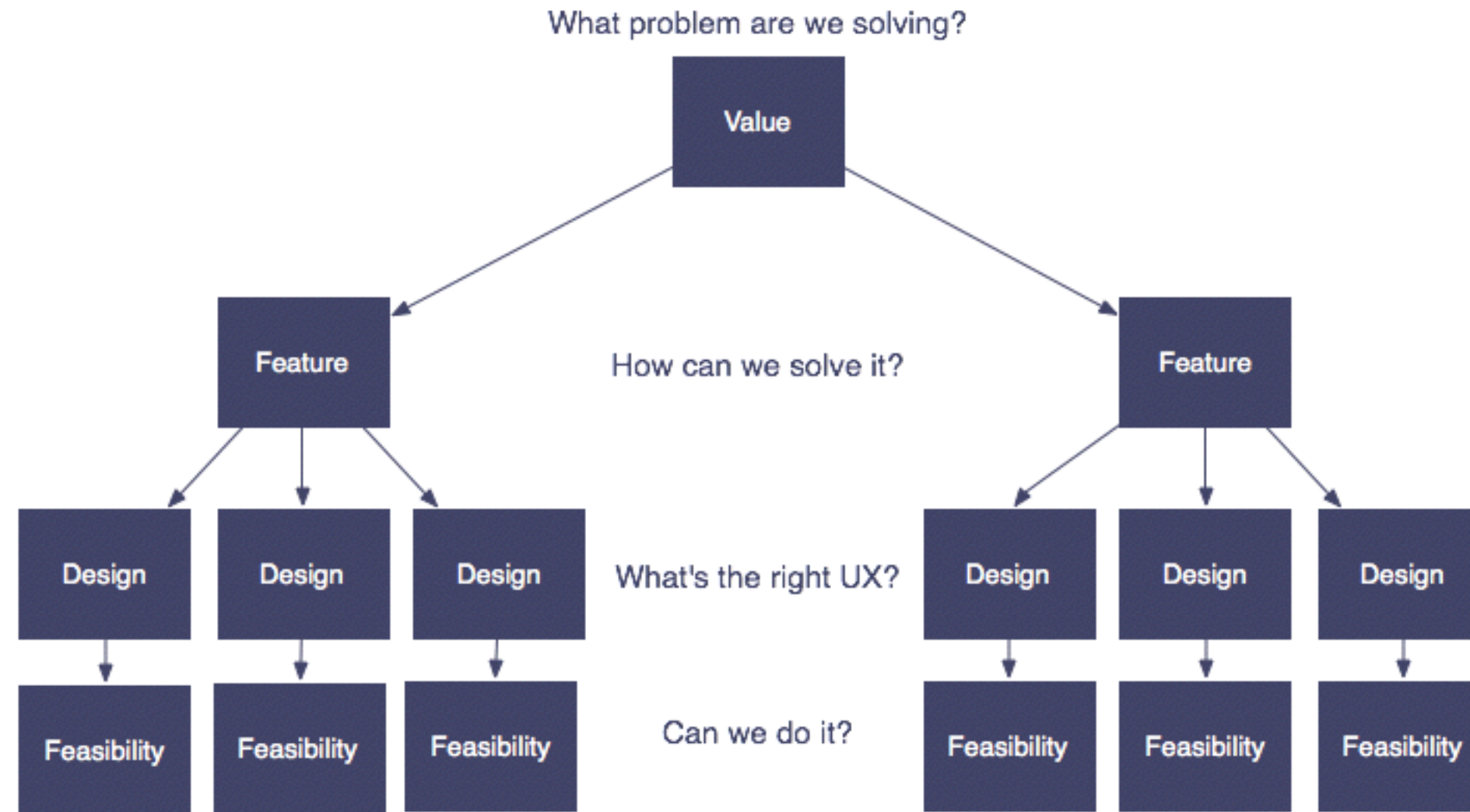
You can waste thousands of dollars, hundreds of hours, and countless sprints running
**experiments that don't
matter.**

How to get the **most** from your experiments.

Know what you want to **learn.**

Don't throw **spaghetti** at the wall and see
what sticks.

Levels of Product Analysis



Understand what **level** you are testing.

Start with a **testable** hypothesis.

A good hypothesis can be **supported** or
refuted by an experiment.

what's
the change?

what's
the impact?

for who?

by
how much?

for
how long?

Examples:

Design x will increase conversions for search campaign traffic by 10% after 7 days.

the change

the impact

for who

how much

how long

The 5 components of a **good** hypothesis.

Have a clear **reason** for why you think the change will drive the desired impact.

Choose the **right** participants.

Draw a **line in the sand.**

Start with your **baseline.**

Look at **comparable** changes.

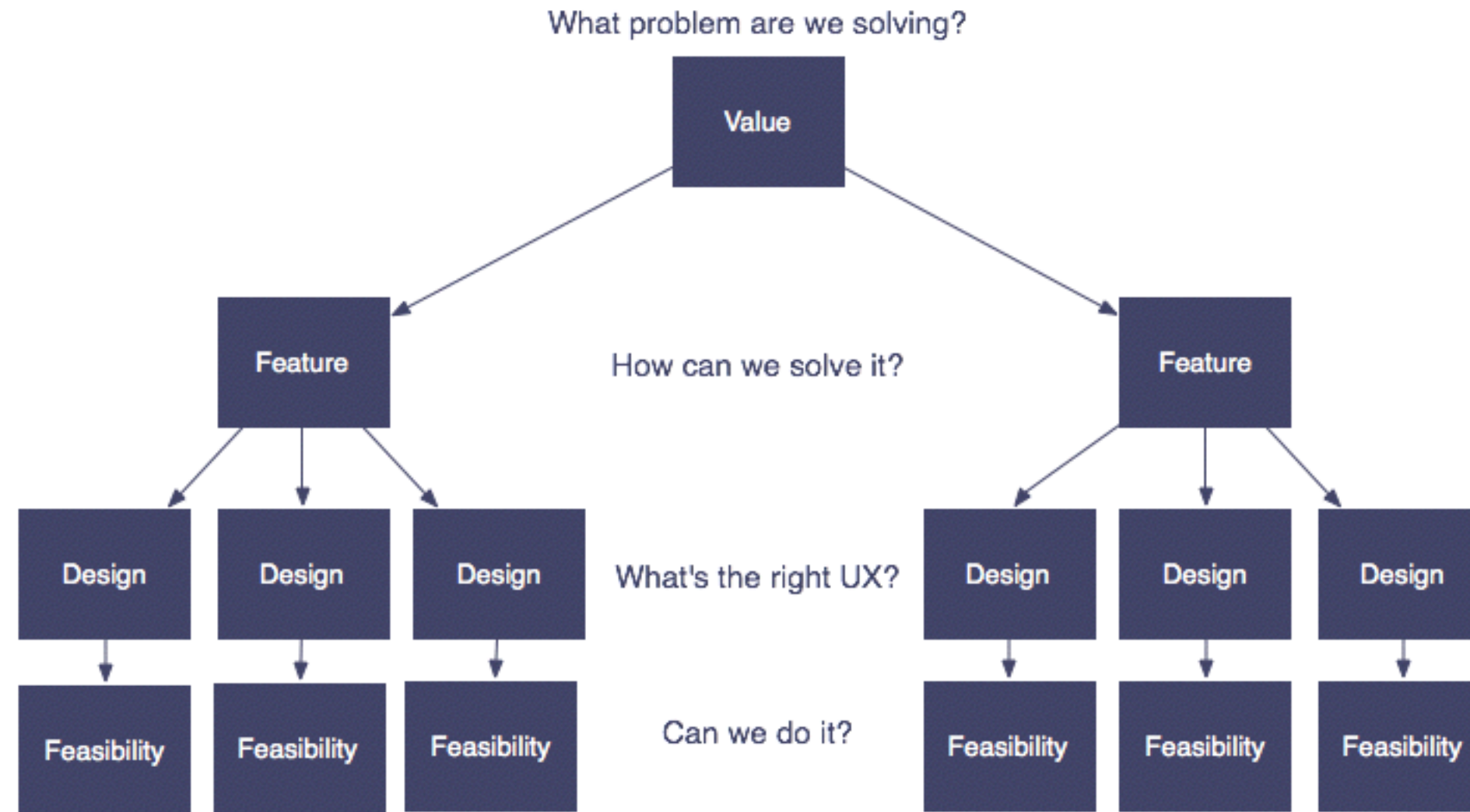
Assess how much impact makes the
investment worth it.

Don't **stop** your test at the wrong time.

Don't test **too many** variations.

Mix-and-match **methods** to get the
answers you need.

Levels of Product Analysis



Be mindful of the **conclusions** you draw.

Know what you want to learn.

- Don't test everything.
- Understand which level you are testing.

Start with a testable hypothesis.

- Include the 5 components.

Have a clear reason why the change will have the desired impact.

Choose the right participants.

Draw a line in the sand.

- Start with your baseline.
- Look at comparable changes.
- Assess how much impact makes the investment worth it

Don't stop your test at the wrong time.

Don't test too many variations.

Mix-and-match methods to get the answers you need.

Be mindful of the conclusions you draw.

Let's keep the
conversation going.

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