



Split Resource

Hypothesis

Framework

What are you looking to learn? What is the problem you are trying to solve?

- **Step 1: Define the PROBLEM:** What is the rationale for experimenting? What do you want to learn? What data do you have to inform your design? (Problem)
- **Step 2: Define the SOLUTION:** What are ways in which you can change the experiences? What strategy will dictate the tactic for the experiment? (Strategy, Tactic)
- **Step 3: Define the measures for SUCCESS:** What proves this hypothesis to be true? What is the expected outcome? (Result)

**Problem
(What?)**

**Strategy
(How?)**

**Tactic
(If?)**

**Result
(Then?)**

Example 1

**Problem
(What?)**

Visitors don't know what's included in their rooms

**Strategy
(How?)**

Create awareness

**Tactic
(If?)**

Automatically show more content description of rooms

**Result
(Then?)**

Increase booking conversions.

By automatically showing content about rooms

We can create awareness

And increase conversions to the next step / bookings

Through informing customers of all amenities and benefits in their rooms

Example 2

Problem (What?)

Customers don't know that products are only held for 15 minutes and lose their cart

Strategy (How?)

Create a sense of urgency

Tactic (If?)

Add a checkout timer with messaging to inform customers of time to purchase

Result (Then?)

Increase checkout conversions

By adding a **checkout timer** on the cart page

We can create a sense of **urgency**

And increase **conversions** to the next step/ checkout

Through informing customers that products are **only held for 15 minutes**

Example 3

**Problem
(What?)**

Users don't know that what they are paying for at checkout

**Strategy
(How?)**

Reducing friction

**Tactic
(If?)**

Surface booking detail on the checkout page

**Result
(Then?)**

Increase bookings per user

By surfacing users
booking detail

We will reduce
friction at checkout

And **increase bookings**
per user

Through **reminding users of their
hotel booking detail** at point of
payment