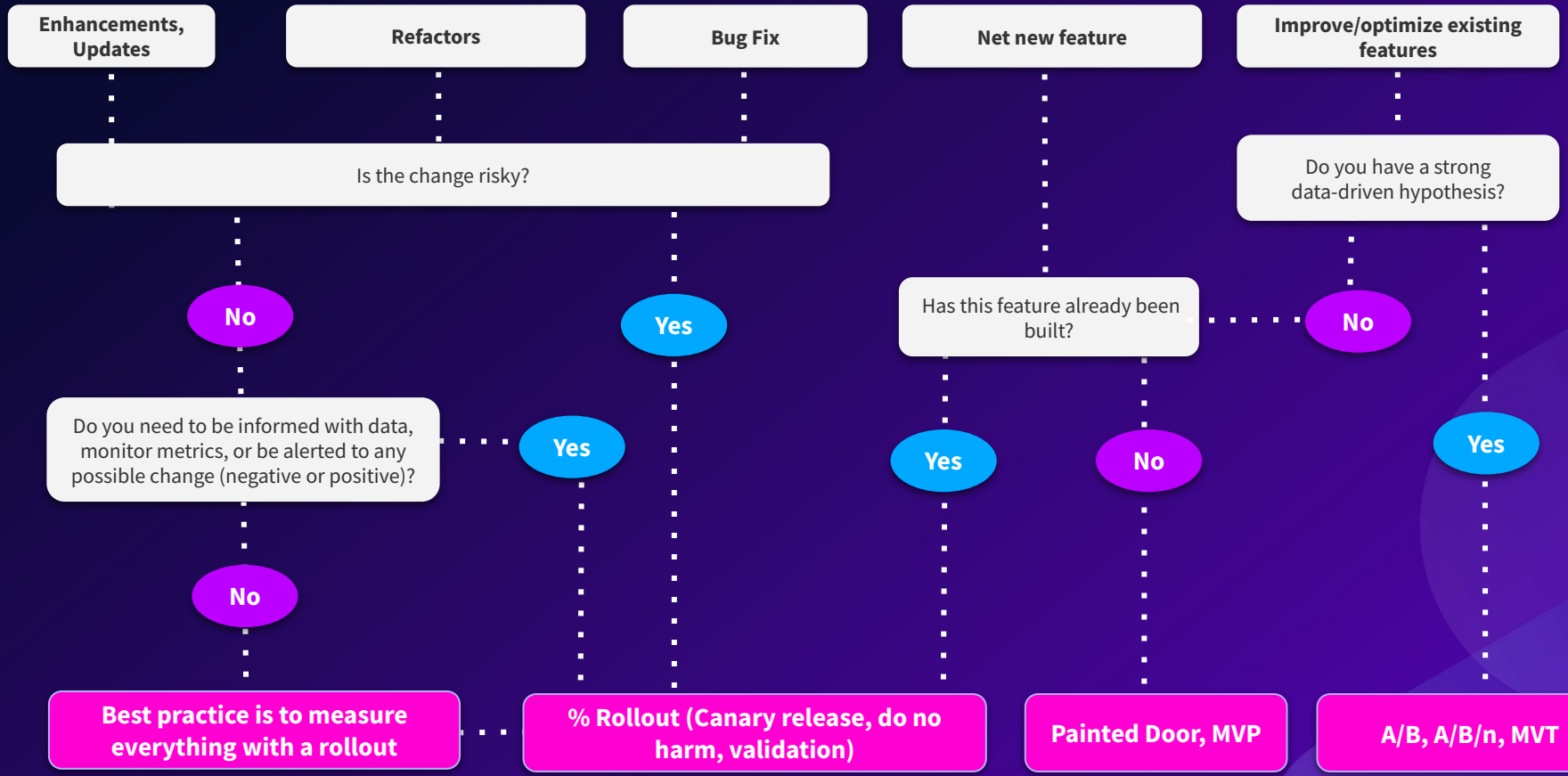
split

Split Resource

Feature Decision Tree

Framework

Unlocking Measurement Versatility: A Decision Tree for Releasing Software



© 2023 Split Software, Inc.

split

So....why do it? Goals for measuring and experimenting

Risk Mitigation & Validation

- De-Risking deployments
- Monitoring quality
- Monitoring performance
- Validating roadmap features to measure for quantifiable market-fit

Types of experiment:
Feature Roll Out, Canary Release, MVP, Painted Door

Increase Revenue

- Increase revenue growth

Types of experiment:
Down-Funnel, Checkout, Revenue-Focussed A/B, MVT, Feature-Led, MVP

Optimization & Innovation

- Optimize the existing experience and features to drive conversion rate

Types of experiment:
A/B, A/B/n, MVT, Copy, Design, Layout, Marketing, Landing Pages

Research & Discovery

- Learn about your audience and users to form a strategic roadmap

Types of experiment:
Discovery-Focussed Experiments, Painted Door, MVP

© 2023 Split Software, Inc.

split