**Team Name:**

**Experiment Name:**

**Launch Date:**

**Business Contact:**

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| [**Hypothesis**](https://help.optimizely.com/Ideate_and_Hypothesize/Design_a_hypothesis_that_drives_your_business_goals) |
| Problem |  |
| Solution |  |
| Result |  |

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| [**Experiment setup**](https://help.optimizely.com/Build_Campaigns_and_Experiments/Six_steps_to_create_an_experiment_in_Optimizely_X_Web) |
| [Pages](https://help.optimizely.com/Target_Your_Visitors/Pages%3A_Choose_where_experiments_and_campaigns_run) |  |
| [Audiences](https://help.optimizely.com/Target_Your_Visitors/Audiences%3A_Choose_which_visitors_to_include) |  |
| [Primary Metric](https://help.optimizely.com/Measure_success%3A_Track_visitor_behaviors/Events%3A_Tracking_clicks%2C_pageviews%2C_and_other_visitor_actions) |  |
| Secondary Metrics |  |
| Other Metrics |  |
| [Traffic allocation](https://help.optimizely.com/Target_Your_Visitors/Traffic_allocation_and_distribution) |  |

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| **Variation #1 Design (complete for each variation)** |
| Variation #1: How does this test the hypothesis? |  |
| Mockup or wireframe |  |
| Elements |  |
| Will this be [a redirect experiment](https://help.optimizely.com/Build_Campaigns_and_Experiments/Redirect_experiments%3A_Test_two_URLs_in_Optimizely_X) or will you create changes in the [Optimizely Editor](https://help.optimizely.com/Build_Campaigns_and_Experiments/The_Visual_Editor_and_custom_code_in_Optimizely_X%22%20%5Co%20%22Click%20to%20learn%20more)? |  |
| [Traffic Distribution](https://help.optimizely.com/Target_Your_Visitors/Traffic_allocation_and_distribution) |  |
| Design work required? |  |
| Developer work required? |  |

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| **Variation #2 Design (complete for each variation)** |
| Variation #2: How does this test the hypothesis? |  |
| Mockup or wireframe |  |
| Elements |  |
| Will this be [a redirect experiment](https://help.optimizely.com/Build_Campaigns_and_Experiments/Redirect_experiments%3A_Test_two_URLs_in_Optimizely_X) or will you create in [Optimizely Editor](https://help.optimizely.com/Build_Campaigns_and_Experiments/The_Visual_Editor_and_custom_code_in_Optimizely_X)? |  |
| [Traffic Distribution](https://help.optimizely.com/Target_Your_Visitors/Traffic_allocation_and_distribution) |  |
| Design work required? |  |
| Developer work required? |  |

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| [**Results (complete after experiment is finished)**](https://help.optimizely.com/Analyze_Results/Interpret_your_results) |
| Key insights |  |
| Projected value/ROI |  |
| Sample size (overall and by variation) |  |
| Which metrics achieved statistical significance? |  |
| Which metrics achieved uplift (winners)? |  |
| Did any losing metrics prevent unnecessary future investment? |  |
| Which segments produced statistically significant goals? |  |
| What next action will you take from this experiment? |  |