

Experiment Readiness Scorecard

Minimum Release: A clear learning goal, at least one documented critical flow, and at least one measure. Good enough to learn, not so good it's perfect.

FEATURE NAME AI Generated Wine Profile DECISION OWNER Lauren Schaefer

TARGET AUDIENCE Paid App Users AUDIENCE TEST SIZE All Paid Users TEST DURATION 30 days

1 PROBLEM + LEARNING GOAL BOTH CLEAR +30pts | ONE CLEAR +15pts | NEITHER +0pts

What business and customer problem are we trying to solve?
Users feel the app is lacking in leveraging tasting information to provide guidance. Perceived user value aims to increase paid upgrades.

What must this teach us?
Do users find value in the wine profile? Do they reference it beyond the first glance, and does it increase upgrades to the paid version?

2 KEY FLOWS DOCUMENTED +20pts | PARTIAL +10pts | UNDEFINED +0pts

Identify every release-critical flow. One flow may be sufficient.
Attach a separate end-to-end flowchart for each flow and note its reference.

FLOW NAME	FLOWCHART LOCATION
1 <u>Access Tasting Profile</u>	<u>Miro - Key Flows</u>
2 _____	_____
3 _____	_____

3 SUCCESS MEASURES 2+ COMPLETE +20pts | 1 COMPLETE +10pts | NONE +0pts

Each complete measure needs a reference point and a decision threshold.

MEASURE	HOW MEASURED	CHANGE NEEDED
<u>Average visits to tasting profile vs new entries</u>	<u>Visit analytics</u>	<u>2+ visits / 3 tastings</u>
<u>Increase to the number of premium upgrades</u>	<u>Upgrade Data</u>	<u>+5% increase</u>
_____	_____	_____

4 CONFIDENCE + EVIDENCE

SOLUTION CONFIDENCE
☒ Enough to test +15pts ☐ Uncertain +8pts ☐ No basis +0pts

PRE-RELEASE EVIDENCE
☐ Representative users +15pts ☒ Expert review +8pts ☐ None +0pts

METHOD Heuristic Review (AI Assisted in Claude)

TOTAL PARTICIPANTS None (AI Review)

5 KNOWN ISSUES: WILL THEY DISTORT LEARNING?

List the three issues most likely to compromise this experiment.

ISSUE	EFFECT ON LEARNING	CRITICAL?
<u>Low usage may reflect existing familiarity, not low value.</u>	<u>Shown in lack of change needed. Feature Value</u>	<u>No</u>
_____	_____	_____
_____	_____	_____

EXPERIMENT SCORE: 80-100 + No learning blockers → Ready | 65-79 + Blocker(s) → Mitigate or limit scope. | 45-64 → At Risk | 0-44 → Not ready, measurement risk.

PROBLEM + LEARNING	FLows	MEASURES	CONFIDENCE	EVIDENCE	TOTAL	LEARNING BLOCKERS
<u>30</u> out of 30	+ <u>20</u> out of 20	+ <u>20</u> out of 20	+ <u>15</u> out of 15	+ <u>8</u> out of 15	= <u>93</u> out of 100	<u>n/a</u>

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TARGET AUDIENCE _____ AUDIENCE TEST SIZE _____ TEST DURATION _____

1

PROBLEM + LEARNING GOAL

BOTH CLEAR +30pts | ONE CLEAR +15pts | NEITHER +0pts

What business and customer problem are we trying to solve?

What must this teach us?

2

KEY FLOWS

DOCUMENTED +20pts | PARTIAL +10pts | UNDEFINED +0pts

Identify every release-critical flow. One flow may be sufficient.
Attach a separate end-to-end flowchart for each flow and note its reference.

FLOW NAME

1

2

3

FLOWCHART LOCATION

3

SUCCESS MEASURES

2+ COMPLETE +20pts | 1 COMPLETE +10pts | NONE +0pts

Each complete measure needs a reference point and a decision threshold.

MEASURE

HOW MEASURED

CHANGE NEEDED

4

CONFIDENCE + EVIDENCE

SOLUTION CONFIDENCE

Enough to test +15pts

Uncertain +8pts

No basis +0pts

PRE-RELEASE EVIDENCE

Representative users +15pts

Expert review +8pts

None +0pts

METHOD

TOTAL PARTICIPANTS

5

KNOWN ISSUES: WILL THEY DISTORT LEARNING?

List the three issues most likely to compromise this experiment.

ISSUE

EFFECT ON LEARNING

CRITICAL?

EXPERIMENT SCORE: 80-100 + No learning blockers → Ready | 65-79 + Blocker(s) → Mitigate or limit scope. | 45-64 → At Risk | 0-44 → Not ready, measurement risk.

PROBLEM + LEARNING

FLows

MEASURES

CONFIDENCE

EVIDENCE

TOTAL

LEARNING BLOCKERS

out of 30

+

out of 20

+

out of 20

+

out of 15

+

out of 15

=

out of 100

|