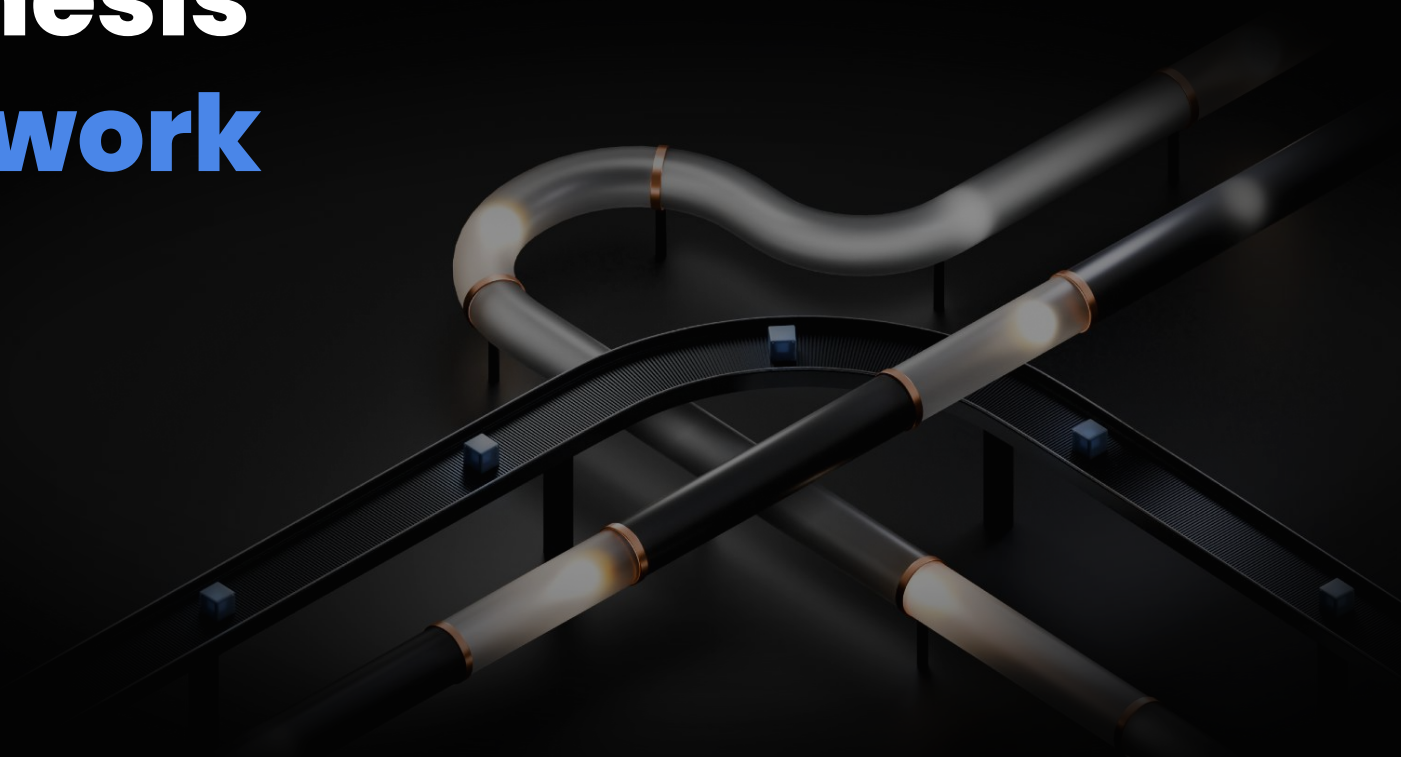


Hypothesis Framework



Build a Data-Driven Hypothesis

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