Change backlog High Segmentation & Insights/Ideas Prioritization Create detailed Test backlog experiment plan Low - - -> Inform stakeholders Create test The loss Test public / active Customer research Reporting Web analytics data # visitors and CR Customer Experience Report per variant Customer Journey Mapping Segment analysis Expert analysis Change experiment Significance level Session recordings . or Confidence interval Survevs Reject & move on Effect size Usability research Impact on KPIs Customer service # test repetitions Interviews Market research Other experiments etc. Implement Yes Deploy change?

Live