SUCCESS METRIC STOPLIGHT

Worksheets, updates and comments available online:

In this exercise, you will complete Step 2 of creating your experiment.

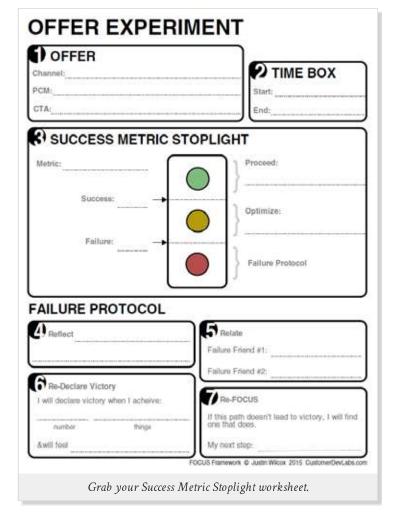
Problems it Solves

1. Easy to define success metrics

In this exercise you are going to get clear criteria to determine a successful experiment. These numbers will not be the wild guesses of yesteryear: they are solid hypotheses based on the work you've accomplished thus far.

2. What to do if your experiment is not a success

If you exceed your success criteria, it's easy to figure out what to do next. But what if you don't reach your success criteria? Or what if you come close, but don't quite get there? This exercise will tell you what to do next, no matter how your experiment goes.



What is a Success Metric?