

# CURRENCY EXPERIMENT DESIGN

Worksheets, updates  
and comments  
available online:



In this exercise, you'll learn how to design your currency experiments, so you can convert your hypotheses into real data.

## Problems it Solves

1. What currency should you measure? You've got multiple steps in your Currency Ladder, so which one should you start testing?
2. How do you define your Success Metric for currency experiments?
3. What happens if your experiment fails?

## Recall Your Offer Experiments

This exercise is going to look very similar to designing your Offer Experiment. You'll replace some fields, but the guidelines remain the same.

## Design Your Experiment

### CURRENCY EXPERIMENT


**1 CURRENCY** \_\_\_\_\_


**2 TIME BOX**


Start: \_\_\_\_\_ End: \_\_\_\_\_

**3 SUCCESS METRIC STOPLIGHT**

Metric: \_\_\_\_\_

Success: \_\_\_\_\_ →  Proceed: \_\_\_\_\_

Failure: \_\_\_\_\_ →  Optimize: \_\_\_\_\_

 Failure Protocol: \_\_\_\_\_

**FAILURE PROTOCOL**

**4 Reflect**

\_\_\_\_\_

**5 Relate**

Failure Friend #1: \_\_\_\_\_

Failure Friend #2: \_\_\_\_\_

**6 Re-Declare Victory**

I will declare victory when I achieve:

\_\_\_\_\_ number \_\_\_\_\_ things.

& will feel \_\_\_\_\_

**7 Re-FOCUS**

If this path doesn't lead to victory, I will find one that does.

My next step: \_\_\_\_\_

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*Grab your Currency Experiment Design worksheet*