Growth Experimentation Framework

A data-driven cycle for testing adoption tactics

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The Experimentation Cycle

1. ANALYZE

Review current adoption data. Where are teams dropping off? What friction points exist?

- What is our current adoption rate by team?
- Where do new users struggle?
- What feedback are we ignoring?

2. HYPOTHESIZE

Form testable hypotheses about what would improve adoption.

```
If we [change], then [metric] will [improve by X%] because [reason].
```

3. PRIORITIZE (ICE Scoring)

Score each hypothesis on Impact, Confidence, and Effort.

- Impact (1-10): How much will this move the metric?
- Confidence (1-10): How sure are we it will work?
- Effort (1-10): How easy is it to implement? (10 = easy)
- ICE Score = (I + C + E) / 3

4. TEST

Run time-boxed experiments with clear success criteria.

- Define success metric before starting
- Set time box (1-2 weeks typical)
- Document baseline measurement
- Run experiment with minimal viable scope

5. LEARN

Document results and iterate.

- Did we hit the success metric?
- What surprised us?
- Should we scale, iterate, or kill?
- Update the hypothesis backlog

Experiment Log Template

```
Experiment: [Name]
Date: [Start] - [End]
Hypothesis: If we [X], then [Y] because [Z]
Baseline: [Current metric value]
Target: [Expected improvement]
ICE Score: I[_] C[_] E[_] = [_]

Result: [ ] Success  [ ] Partial  [ ] Failed
Actual: [Measured value]
Learning: [Key insight]
Next: [ ] Scale  [ ] Iterate  [ ] Kill
```