

# Hypothesis creation

How to craft strong, research-backed, testable hypotheses.

## 1. Start with a problem, question or opportunity

*Ideally grounded in research, but exploratory testing is also valid when research is limited, or you're seeking directional insights.*

### Sources to use for identifying customer problems:

- UX research: Session recordings, usability studies.
- Behavioural data: Analytics, scroll depth.
- Qualitative insights: Surveys, Interviews
- Prior test learnings

## EXAMPLE

Only 42% of users reach the price info and primary CTA.

PROBLEM

If we surface the CTA and price above the fold, then more users will consider the product and click through, because they'll immediately see whether it fits their budget and what action to take.

HYPOTHESIS

This will increase orders

METRIC

## 2. Formulate the hypothesis

*A good hypothesis is a structured prediction, not a guess.*

**IF [we make this change]**  
**THEN [impact of the change]**  
**BECAUSE [reasoning or rationale]**

Example: If we surface the CTA and price above the fold, then more users will consider the product and click through, because they'll immediately see whether it fits their budget and what action to take.

## 3. Define the primary metric

*Choose a singular metric to validate your hypothesis.*

**Tip: Don't forget to later map out guardrail metrics to fully understand the impact of the test.**

Example: This will result in more Orders.  
(but we will also monitor clickthrough rate on PDP and visits to checkout.)

## HYPO CHECKLIST

- ☐ Based on data and insight.
- ☐ Is clear and specific.
- ☐ Focuses on a single theme / variable.
- ☐ Is measurable with a KPI.
- ☐ Has a 'because' rationale - it explains logically what we expect to see.
- ☐ Can we implement the change with existing tools/tech?