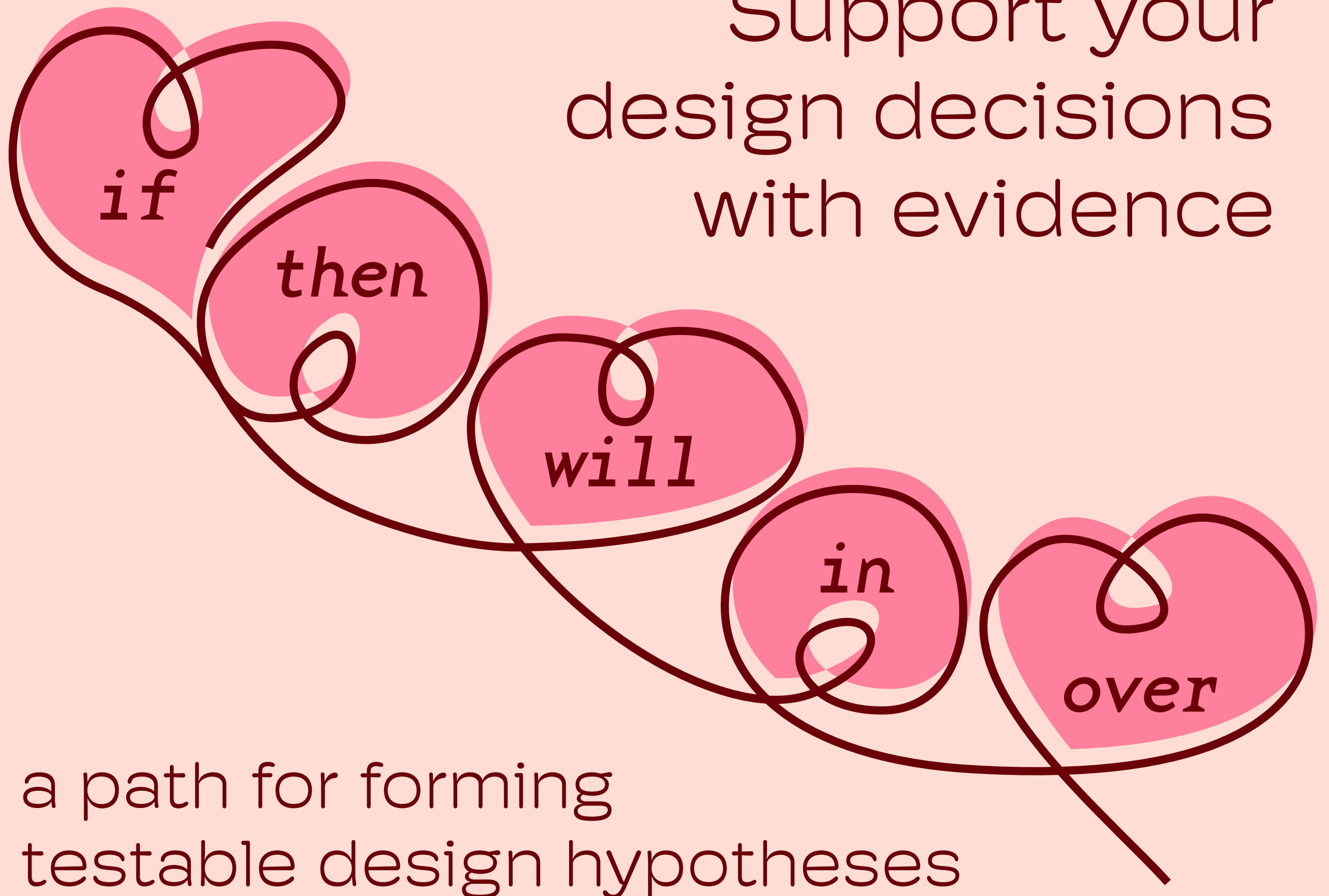


Support your
design decisions
with evidence





Hot Roddel helps retailers and brands prove the impact of in-store customer experience (CX) and marketing spend, measured across channels, formats, and operating models.

With this framework, we can back your design decisions with business evidence, closing the gap between what a plan promises and what actually happens in stores, on shelves, and across channels.

$$y = \beta_0 + \sum \beta_i x_i + \gamma + \varepsilon$$

our BFF: linear mixed-effects model (won't be on the test)



*if.....*we do this design solution

What is the thing we're doing? Make it as distinct and specific as possible, and plan to hold the tactic back from a selection of users (more on that later).

Examples:

- feature add/removal
- service change
- merchandising change
- support process change
- training
- staffing model change
- promotional messaging



then ... this business KPI changes

What is your primary variable? The more independent (not “linked” to later variables) the better.

Examples:

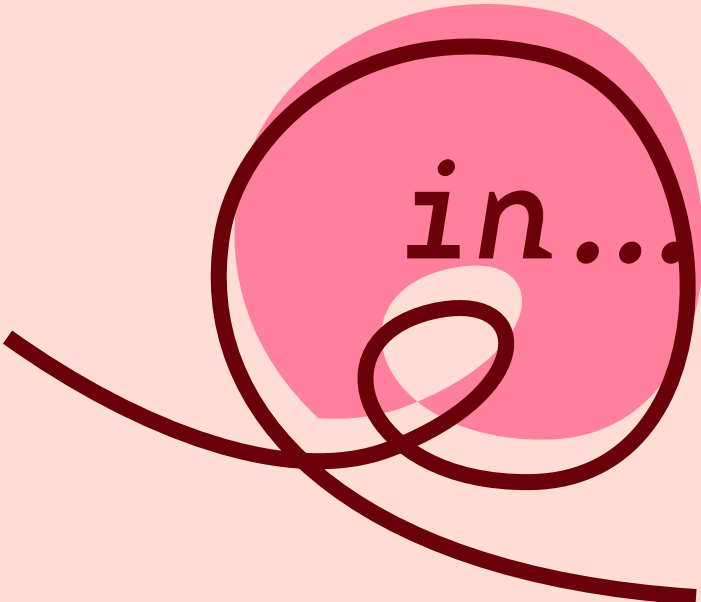
- unit sales
- usage/dwell counts
- subscriptions
-

the KPI... *will*move this much

How much will your design change the world? We'll work with the data to make sure the change you're seeing is real and is exclusive to your design change.

Activities:

- set success criteria
- model data
- validate data



in... this population & distribution

Here, we try account for the nature of your audience & nestings (ex: *market > store type > fixture*), relative to your design decision and primary variable.

Activities:

- cohort selection
- identify covariants
- control group selection



over.....this time period

This is when your test will run. It needs to have a defined start and end, and it really needs to end on that date.

Considerations:

- seasonality
- y/y promo periods
- traffic trends
- cultural events
- significance tests



TESTABLE DESIGN HYPOTHESES

