

A/B TESTING

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / DECISION

What change is proposed, why might it help and what smallest effect would justify acting?

02 / POPULATION

Who is eligible before assignment, and which stable unit receives a variant?

03 / VARIANTS

Describe control and treatment, shared dependencies and possible interference.

04 / METRICS

Specify the primary event, denominator, window and unacceptable guardrail movement.

05 / SAMPLE AND TIME

Record baseline, target effect, error rate, power, sample requirement and planned duration.

06 / RUN RULES

Name the analysis, stopping method, safety triggers and owners of logging checks.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / INTEGRITY

Did assignment counts, exposure and logging match the plan? Document unresolved anomalies.

02 / EFFECT

Record the primary estimate, uncertainty interval and scale of practical change.

03 / GUARDRAILS

What harm or operational cost appeared, including delayed outcomes?

04 / DEVIATIONS

What changed from the plan, and how does that limit interpretation?

05 / EXPLORATION

Separate planned comparisons from new subgroup questions requiring confirmation.

06 / DECISION

Keep, reject or investigate further. Name the evidence, owner and next checkpoint.