PRACTICAL RESOURCE / OUTCOME DRIVEN

# First-Win Field Kit

Outcome Driven • Ashley Kays Rabbitt • Working copy for a single customer journey

A planning tool, not a verified audit or a growth forecast. Keep customer data anonymous. Choose one journey and one next experiment.

## 1. Map the first useful result

Product / journey:

Owner:

Review date:

The customer is trying to:

The first useful result is:

The promise that brought them here:

| Stage | What the person sees / does | Evidence we have | Possible obstacle |
|---|---|---|---|
| Arrives | | | |
| Signs up | | | |
| Starts the first task | | | |

| Stage | What the person sees / does | Evidence we have | Possible obstacle |
|---|---|---|---|
| Reaches useful value | | | |
| Returns / takes next step | | | |

What we observed directly:

What we are assuming:

The one place we will investigate first:

## 2. Write the lifecycle message brief

Eligible customer / stage:

Entry trigger and source event:

What they have not yet completed:

The useful help this message provides:

One action and its exact destination:

When the message is appropriate:

Stop / exit condition (including completion and opt-out):

Frequency limit / suppression rule:

Test contact and expected behavior:

Who checks the destination and event:

Working message:

Subject:

Body:

## Cta:

## 3. Choose one experiment

Observed problem:

Evidence source and period:

Hypothesis:

One change:

Why it might help:

Owner and dependencies:

Primary metric = eligible people completing [defined useful action] within [window] / eligible people who entered [defined cohort].

Eligible cohort and exclusions:

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Baseline count / denominator / period (or "not measured"):

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Primary event:

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Observation window:

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Comparison design or descriptive review:

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Guardrails (errors, complaints, support burden, opt-outs):

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Time / cost limit:

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Decision rule agreed before the test:

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Rollback plan:

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## 4. Record what actually happened

Evidence label: measured work / public case analysis / illustrative example

Change date and observation period:

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Before: numerator / denominator / rate:

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After: numerator / denominator / rate:

Absolute difference in rates (percentage points):

Relative change, where baseline is nonzero:

Traffic / audience / product changes that occurred too:

Sample and measurement limitations:

Delivery and acquisition costs:

Guardrails:

What we can conclude:

What remains unknown:

Keep / revise / stop and why:

Next owner and action:

Permission to share this publicly:

Example only: 20/100 to 30/100 is 20% to 30%, +10 percentage points, +50% relative. This is not a measured client result, and different cohorts alone do not establish causality.

Need implementation help? Review the Growth Fix scope through Outcome Driven / Waymaker Agency. Do not assume a resource download has booked or purchased a service.