PRACTICAL RESOURCE / OUTCOME DRIVEN

Results record worksheet

Outcome Driven · Ashley Kays Rabbitt

Use this after a change has been live long enough to observe. Separate measured work from public case analysis and illustrative examples. A before-and-after change on its own does not prove causality.

1. Evidence label

Measured work, public case analysis, or illustrative example.

[Your notes]

2. Change date and observation period

When did the change go live, and what window did you review?

[Your notes]

3. Before: numerator / denominator / rate

For example, 20 of 100 eligible signups reached first value (20%). Write “not measured” if absent.

[Your notes]

4. After: numerator / denominator / rate

Use the same event definition, eligibility, and window as the baseline.

[Your notes]

5. Absolute difference and relative change

Absolute difference in percentage points; relative change only when the baseline is nonzero. Example only: 20% to 30% is +10 points, +50% relative.

[Your notes]

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6. What else changed?

Traffic source, audience, product, offer, pricing, or timing in the same period.

[Your notes]

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7. Sample and measurement limitations

Small counts, tracking gaps, definition changes, seasonality.

[Your notes]

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8. Delivery and acquisition costs; guardrail results

Time and money spent, plus errors, complaints, support load, or opt-outs.

[Your notes]

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9. What we can conclude, and what remains unknown

Keep these two lists separate.

[Your notes]

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10. Keep, revise, or stop, and who owns the next step

State the decision rule you agreed before the test and whether it was met.

[Your notes]

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11. Permission to share

Confirm claims, anonymization, and client approval before publishing.

[Your notes]
