Faccelerate

A/B test decision card

One change. A clear measurement plan. A reviewable decision.

Plan before launch

Experiment / owner / date / version

Use this card with a detailed analysis plan. Agree definitions and decision rules before launch; there is no universal sample size or test duration.

01 Problem and evidence

URL, product, device, market, source and timestamp. What repeats? Separate a confirmed defect from an untested explanation.

02 Hypothesis, control and variation

If we change … for …, we expect … because …. Describe both experiences and the proposed mechanism; attach the actual designs.

03 Eligibility and assignment

Population, exclusions, randomisation unit, allocation ratio and exposure event. Keep assignment stable; use the same eligibility rule in both variants.

04 Primary outcome

One primary metric: event, numerator, denominator, unit of analysis and observation window. Define valid purchases and the treatment of cancellations.

05 Diagnostics and quality limits

Diagnostic signals, performance and commercial guardrails, with acceptable limits. Plan matched returns at equal time since delivery; label immature outcomes pending.

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Measurement, checks and decision

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06 Sample and stopping plan

Baseline, minimum detectable effect, method, uncertainty criteria, power where applicable, sample requirement and duration. State the stopping rule before looking at results; attach the calculation.

07 Launch and data QA

Verify actual allocation and exposure, sample-ratio mismatch, duplicate/missing events and purchase links. Check both variants on mobile, keyboard access, speed and overlapping tests.

08 Operational stop and rollback

Owner, failure threshold, rollback steps and incident log. Fixing a broken experience is a separate decision from declaring a statistical winner.

09 Result and decision

Sample, effect estimate, uncertainty interval, data quality and guardrails. Apply the agreed rule: adopt, iterate, stop or inconclusive. Record deviations and the reviewer.

10 Approval, implementation and follow-up

Decision owner, approval date, implementation status and next review. Assign later return analysis and unresolved questions; do not mark approval as completed execution.

Original Faccelerate worksheet · 4 October 2026 · No customer data or preset result

Method references: Microsoft Research, pre-experiment / during-experiment guidance.

Microsoft Research · 1 / Microsoft Research · 2 · faccelerate.ai