How to action an insight?

Are there data issues or missing / is there inadequate tracking that needs fixing / implementing to help you fully understand the issue / insight / opportunity?

- Yes
- No

Do you have adequate qualitative and / or quantitative data about this issue to effectively solve it?

- Yes
- No

Is there a genuine opportunity to significantly change behaviour?

- Yes
- No

Does this change relate to a high traffic / high value page? E.g. do you have adequate bandwidth to test there within a 4* week period.

- Yes
- No

Is there one clear solution to this issue?

- Yes
- No

INSTRUMENT
Need to fix, add, or improve tag or event handling within the analytics configuration. We make instrument recommendations both structurally and to gather more insight into your users.

INVESTIGATE
Further research or data analysis is required in order to fully understand the issue or opportunity. These topics may also relate to wider business strategy.

JUST DO IT
There is a fix that’s easy to make and / or is low risk. This includes bugs and small changes on low traffic pages. They tend to require low effort or are micro-opportunities to improve UX and increase conversion.

A/B TEST
There is an opportunity to significantly change behavior, expose further insights, or improve metrics via experimentation.

HYPOTHEZISE
There's a clear problem identify but no single solution. We’ll brainstorm potential creative solutions to the problem. This might result in multiple A/B test relating to the same hypothesis.

What is the size of the change?

ITERATIVE
Copy Tweaks
Design Elements
UI Tweaks
...

SUBSTANTIAL
New Social Proof
UX Flows
New Experiences
...

DISRUPTIVE
New Functionality
New Models (e.g. pricing)
Positioning
Solution Architectures
New Products