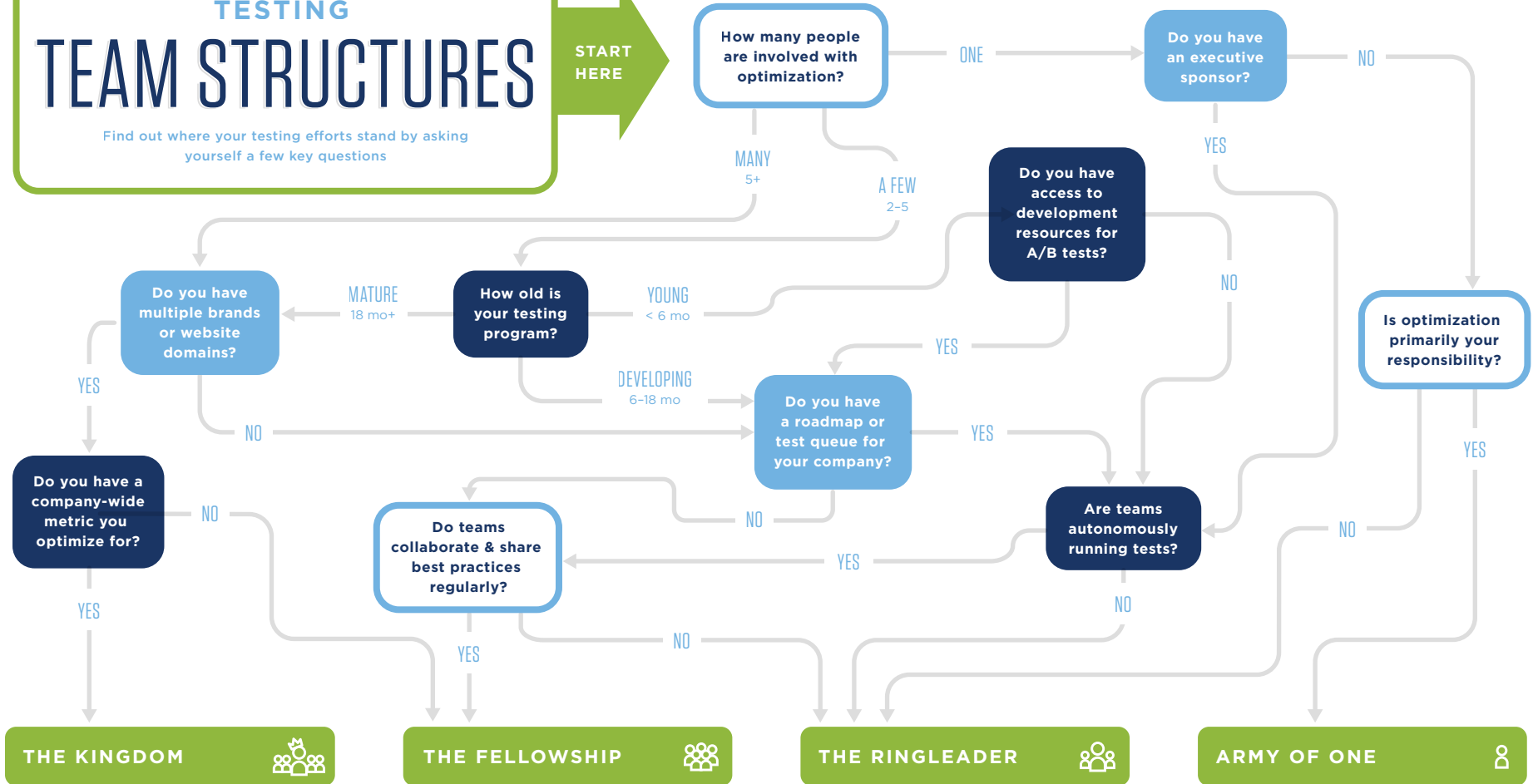


TESTING TEAM STRUCTURES

Find out where your testing efforts stand by asking yourself a few key questions

START HERE



THE KINGDOM



THE TEAM: Many teams have appointed optimization leads, led at the director or executive-level by a strategic optimization expert. This is the utopian ideal for large organizations.

RECOMMENDATION: Use your overarching company metric to align the priorities of all teams that are actively testing. Refine best practices for documentation and sharing, like creating a CEO dashboard or reports.

THE FELLOWSHIP



THE TEAM: A group of optimizers who share knowledge and coordinate common objectives, with a senior decision-maker who provides guidance and makes final decisions.

RECOMMENDATION: Ensure optimizers meet regularly and can collaborate easily on the testing platform. Develop best practices for processes like documentation to ensure consistency.

THE RINGLEADER



THE TEAM: An optimization point-person that leads optimization efforts across multiple teams/departments, often with the assistance of a developer. This person is the internal champion of testing, and manages best practices and documentation.

RECOMMENDATION: Take care to balance stakeholders affected by testing early and often. Source experiment ideas from across the company.

ARMY OF ONE



THE TEAM: You're an evangelist at your organization, where you run A/B tests as a side project. You sometimes encounter issues with resources for tests, and aspire to run more advanced tests and incorporate more of your teammates and company departments into testing.

RECOMMENDATION: Identify high-impact areas for testing that receive the most traffic on your website. Focus your efforts and be strategic about which experiments you run, since you may try fewer overall tests.