

# CONVERSION MACHINE

## **MODULE 3** Data Analysis & Hypothesis

**VIDEO 1** Transcript  
Hypothesis

# Hypothesis

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## What is a hypothesis?

A hypothesis is a statement based on initial data collection and analysis that should be tested and validated.

This means that you collected and analysed some data and from this process learnt something that you should now test on your website to confirm it's truth.

You need a hypothesis to ensure your tests have a clear focus and outcome. They also help to improve communication within teams and they help you to iterate on your customer theory.

For example:

It is good to know that one page title gets more conversions than another page title, but what is more important is what that tells you about your customer and their traits.

## What is an example hypothesis?

We ran a user testing workshop and learn that some people completely missed the large orange button on this applications homepage.

Tapping this button was the core task we wanted users to complete when landing on the app homepage but 75% of testers never pushed it!

Our hypothesis for testing was:

“By redesigning the call to action to look more like a clickable button and by making it move as the screen loads, people will find and tap the button more easily, increasing the percentage of people who tap the button.”

when writing your hypothesis you simply need to understand.

# Hypothesis

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- What lesson you learned from data collection and analysis
- What the potential solution is
- Which conversion rate you are trying to improve

All your hypothesis ideas should come from analysis of data, not simply random things you think of and not from the highest paid person's opinion!