

Simple Project Brief Example:

Project:

Integrating sign-up with Google into our app

Business case:

This quarter includes a strong drive for additional revenue and one of the simplest levers that can affect this goal is the number of trials. Currently only around 32% of website users that start the trial sign-up process finish it. Using Google sign-up should reduce friction in the sign-up process and turn a larger portion of users who start the process into active trials.

Measurable impact - Hypothesis:

1. A significant percentage of trials (20+%) will choose to sign up through Google
2. Overall trial sign-up completion rate will increase (currently 32%, want to see a 5+% increase to 37+%)
3. The additional trials will be of similar quality as measured by their levels of engagement (In our case, we used the [True Trial metric](#))

Measurement and Analysis plan:

We will use Mixpanel, a user behaviour tracking tool, to measure the following:

- Number of people who choose Google sign-up
- Completion rate of our trial sign-up funnel

The measurement timeline:

- Given the high number of trial users, we should be able to measure the impact of this project two weeks after the feature is released

Impact on other departments:

- Marketing: We will need to communicate this feature as an enhancement to our current customers in the next product impact
- Sales: no impact

Implementation notes:

- We will need to link to the user interface specification
- We will need to link to the issue tracking tool
- The release date and any additional notes about the release to analysts who evaluate this project would go here.

Results:

- H1: Confirmed!
 - More than 50% of users choose Google sign-up over the sign-up form with email
- H2: Confirmed!
 - Overall trial sign-up completion rate increased from 32% to ~38%
- H3: Rejected.
 - The users who choose Google sign-up show lower levels of engagement (additional trials generated through this feature are lower quality than typical trials)

Next steps:

- We need to wait and observe a little longer to better evaluate the overall impact on revenue
- We could simplify the post-sign-up experience for the users who choose to sign up with Google
- If people who use Google sign-up convert to paying customers at the same rate, we could consider adding sign-up with LinkedIn