Iteration Waterfall

Company name:	Growth Team:	Date:
		Version:

G

Describe how growth ideas are systematically collected. Explain the methodology used to generate ideas, ensuring input comes from multiple perspectives and data sources. Include qualitative insights from the episodic customer journey, gaps in the Pirate Funnel, customer feedback, support tickets, sales conversations, user research, and data analysis. Also include structured ideation methods such as brainstorming sessions, growth frameworks, and prior experiment learnings. The goal of this step is volume and diversity of ideas, not evaluation or prioritization.

R

Describe which prioritization framework is used to rank ideas. Common frameworks include PIE and BRASS. PIE ranks ideas based on Potential impact, Importance, and Ease of execution. BRASS ranks ideas based on Business impact, Reach, Assumptions risk, Scalability, and Speed. Specify which framework is used, why it fits the current growth phase, and how scores are applied consistently across ideas. Also list the top 3 ideas here.

Idea List each growth idea as a short, clear statement that describes a single proposed change. Ideas should be written in a consistent format and be understandable without additional context. Do not include scoring, assumptions, or solutions.	B P	R I	A E	S	S	#

O

Describe how selected ideas are translated into concrete, high quality experiments. Each experiment must be part of a defined experimentation and tracking plan. Clearly specify how the experiment will be executed in practice, including scope, setup, measurement, and validation. The outline should remove ambiguity about what will happen, how it will be measured, and when a result is considered valid. The goal is to ensure experiments are executed consistently, reliably, and in a way that produces trustworthy learnings.

W

Describe how the experiment was actually executed. Focus on what was done in practice, not what was planned. Include when the experiment started and ended, how long it ran, and whether it followed the outlined setup. Note any deviations from the original plan, unexpected issues, or practical constraints encountered during execution. The goal of this step is transparency about implementation, so results can be interpreted correctly.

S

Analyze the experiment results using appropriate statistical methods. Evaluate whether observed differences are statistically meaningful and practically relevant. Include comparison between control and variant, confidence levels, and variability where applicable. Interpret results in the context of the predefined hypothesis, OMTM, and decision criteria. Account for data quality, sample size, duration, and any execution deviations. The objective is to produce reliable insights that can inform confident decisions.

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Ultimate Growth Learnings

Summarize the most important learnings from all experiments in this cycle. Focus on insights that change understanding of the customer, the journey, or the growth gap. Translate these learnings into clear recommendations or principles that should guide future decisions, experiments, or strategy. This block captures what should be remembered and applied going forward, not the detailed results of individual tests.

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