



# clearhead

The digital optimization company

Design through evidence. Transform through experimentation.

## Disruption Readiness Scorecard

Sometimes incremental testing isn't enough, particularly when you have a big hairy goal to achieve with a limited timeframe and limited site traffic. In this case you don't have the luxury of iteratively achieving your target. Instead, you have to take a bigger swing. You have to disrupt.

This scorecard is meant to surface the pertinent questions to ask when deciding between an experience disruption and incremental testing.

**Do you have a team of analysts readily available?**.....YES/NO

**Do you have a team of front-end developers readily available?**.....YES/NO

**Do you have a team of UX designers readily available?**.....YES/NO

**Do you have more than 5 million monthly unique visitors?**.....YES/NO

**Do you have a well researched and thorough understanding of the problem?**.....YES/NO

**Are incremental improvements making enough progress towards your goal?**.....YES/NO

**Are you severely time crunched?**.....YES/NO

**Is the problem you need to overcome part of your site's fundamental information architecture?**.....YES/NO

**Have past experiments moved you closer to achieving your goal?**.....YES/NO