

Test Name
Personalised Pet Food Quiz

Deadline
11/15/23

Assigned to
Karan Soin

Duration
3 days

STEP 1: HYPOTHESIS

We believe that **People want personalized, nutritious pet food for their pets**

Critical:



STEP 2: TEST

To verify that, we will **Send dog owners over pet food personalization quiz with our prices, making them think it is a pre-order interest form**

Test Cost:

Data Reliability:



STEP 3: METRIC

And measure **The percentage of pet owners showing interest in personalized pet food over general/standardised food.**

Time Required:



STEP 4: CRITERIA

We are right if **Over 60% of people completing the quiz express preference towards personalized food over standardized food.**