

Create a pattern template

⌚ approx. 20 min

Module: Reading Session Recordings the Right Way

Type: worksheet

Task: Create a template your team fills out for every recording analysis: pattern, affected page, segment, frequency, estimated revenue potential, hypothesis, proposed test. Try it out on a pattern you already suspect exists in your shop.

Work areas

- ☐ Create a template your team fills out for every recording analysis: pattern, affected page, segment, frequency, estimated revenue potential, hypothesis, proposed test. Try it out on a pattern you already suspect exists in your shop.

1. Which pattern in my shop have I suspected for a long time but never actually confirmed?

2. How many recordings would I need to feel confident about a pattern?

3. What question should I ask my team so I get pattern insights instead of individual video summaries?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.