

Video experiment log

Record one deliberate change at a time and compare outcomes without inventing causation.

WHEN	FOR	UPDATED
Before and after a publication test	Content teams testing a specific question	2026-10-08

01 Keep the observation separate from the hypothesis

4 CHECKS

- ☐ Write a question before changing the video or thumbnail.
Choose the variable being tested and record the audience. Keep unrelated elements stable where practical.
- ☐ Record the actual publication and measurement window.
Use matched windows when comparing releases. Leave unobserved metrics blank, not zero.
- ☐ Enter measured views, watch time and relevant responses.
Use the platform's actual data and define the metric. A preference for one design is not a performance result.
- ☐ Record limitations before choosing the next test.
Different audiences, timing and small samples can explain changes. Do not claim the design caused an improvement without suitable evidence.

02 Working table

4 OF 13 COLUMNS

Video id	Audience	Question	Change tested

The Excel version has all 13: Video id, Audience, Question, Change tested, Unchanged elements, Publish date, Measurement window, Views, Watch time, Qualified responses, Observed result, Limitations, Next test. Fill its blank rows with observations from your project.

Next **Keep the edit separate from the experiment.**

Approve the source episode first. Use its shorts to test a clear publishing question without changing every variable.

[Edit this recording in Studio](https://studio3.itskaivalya.com/signup?src=resource-video-experiment-log)

30 free editing minutes when you sign up

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