

Digital Experimentation Practice Style Guide

Purpose: We created this style guide to make it easier to convey complex information and decrease the effort that it takes to understand it. This is both a knowledge capture and a knowledge sharing tool.

We are governed by the [U.S. Bank style guide](#) but have additional parameters here.

Voice:

- First or third person

Vocabulary:

- Use terms consistently and clearly. See the [Experimentation Practice Glossary](#) for more information.

Writing Style:

- Avoid using abbreviations if possible. If it is necessary for spacing, note the abbreviation during the first use with the abbreviation in parentheses. *Example: Unique Visitors (UVs) or Application Starts (App Starts).* Abbreviations can follow. (keep limited/have a key?)
- Refer to the different experiences as Variations. It can be abbreviated as "Var", although Variation is preferred. It should always include a letter afterward to denote which variation, example: Variation A, Variation B, etc. In addition, a description can be included after a colon, although control should always be noted. *Examples: Variation A: Control, Variation B: Green button*
- Use meaningful sentences that include specific, actionable information. *Example: <Category/Product Name> applications increased by 10% when we changed the button color from red to green (Variation B). NOT Applications increased.*
- Use a clear, concise title for experiments, detailing what the change without additional terms like test.
- For business lines and product names, always use official names from the product catalogue or [KYT data](#).

Text Formatting:

- Color change is for numbers only.
 - Green for win
 - Red for loss
 - Grey for inconclusive
- Italics: date ranges only
- No use of bold or underline except for the hypothesis and/or headlines. (including Executive Summary)

Font:

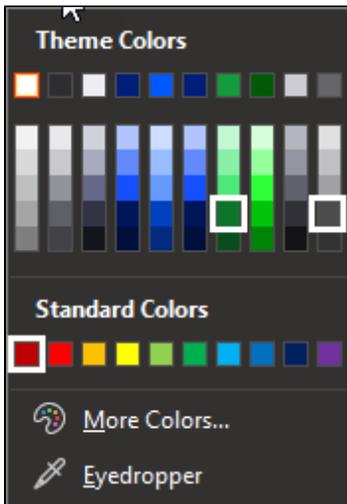
- U.S. Bank Circular (where possible)

Data visualization:

- Do not share non-discernible data without clear demarcation.
- Fewer colors are better. Consider using a one color to highlight the key data point and another for all over data points.
- Numbers:
 - One decimal point unless 2 or more is meaningful (significant figures)
 - Use a 0 before decimal point if the value is 1<x>-1. *Example: 0.1*
 - Use a decimal point and zeros after a whole number if decimals are used with other data. *Example: 2.0*
 - Truncate large values when the detail is not meaningful (671.3K vs 671,342)
- Tables: format labels on the left, numbers on the right
- Charts: Start all Y axis at 0.
- Visualization Recommendations:
 - Line graph continuous data
 - Bar charts segments of information
 - Vertical: compare different categorical or discreet values, such as age groups, useful for time series data
 - Horizontal: comparing counts or single metrics of for categories
 - Combo charts (bar graph + trend line): Comparing two data that requires 2 different ranges on the x axis

O365 (Outlook, Word, PowerPoint)

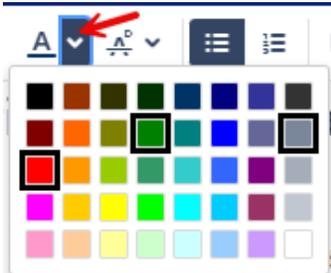
- Font color: choices for red, green and grey



- [Sample PowerPoint Template.](#)

Confluence:

- Font color: choices for red, green and grey



- Always post the data tables along with any visualizations for easy copy/paste in other reports

Adobe Analytics Workspace:

Workspace Templates: [More panels](#), [Fewer panels](#)

- For panel and visualization titles, use a clear title that explains the data.
- Components:
 - Name Experiment Variant segments with the Experiment ID and the Variation information. Example: DXP403 - Vari - Variation A: Control

Additional suggestions:

(these are not requirements, but suggestions based on data storytelling best practices)

- Use the [Rule of 3](#) when sharing information and insights. It forces us to choose only the vital details.
- Share conclusions first and then details of what, why and how.
- Keep clear margins and use white space between concepts