

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	2026-10-05

01 Use the working sheet

3 CHECKS

- ☐ Start with a copy of this sheet.
The editable workbook includes instructions, clearly labelled MOCK examples and blank rows for your actual work.
- ☐ Record the source timestamp or recording identifier before writing the decision.
An exact reference lets another reviewer find the same moment rather than guessing which cut you mean.
- ☐ Keep the verification note with the decision.
Close the item only after checking the exported version, not just the edit instructions.

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. Its rows marked MOCK only show the format.

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](#)

30 free editing minutes when you sign up

<https://studio2.itskaivalya.com/signup?src=resource-video-experiment-log>



SCAN TO OPEN