

Experiment & Learn Sheet

TRIGGER QUESTION *How might we...*

EXPERIMENT NAME:

EXPERIMENT

We believe that...

What is your hypothesis?

Importance:

low medium **high**

To verify, we will...

What are the details of your experiment; what will you test?

Cost:

low medium **high**

Data reliability:

low medium **high**

Team Lead:

team member

And measure...

What are the specific metrics you'll measure?

Time Required:

in days/weeks/months

We are right if...

What do you need to observe in the results to prove your hypothesis?

LEARN

“
Develop a passion
for learning.
If you do, you will
never cease to grow.”

”

Anthony J. D'Angelo

What did you observe?

What did you learn?

ACT

Enter what will be done next as a result of the experiment. It could be nothing, another experiment, or progression to implementation/scale.