

NAME

DATE

EXPERIMENT WORKSHEET

GOAL

What is it that we're trying to learn? Or what are we trying to prove? What are the riskiest assumptions we've made?

HYPOTHESIS

Our hypothesis is a statement we're trying to prove true or false through the experiment.

SUBJECT

Who is our customer really? How do we screen them into the experiment?

LOGISTICS

How are we going to conduct our experiment? What's the time period? Who will carry out the experiment?

CRITERIA

Our criteria must include some type of currency the subject gives up to prove whether our hypothesis is true.

NEXT STEP

What is the plan of action we'll pursue regardless whether the hypothesis is correct or incorrect?

LEARNING

What is the key learning we got from this experiment?

IF THIS THEN THAT

SUCCESS

FAILURE

SUCCESS

FAILURE