

EXPERIMENT CANVAS

Title:

Leader(s):

Start:

End:

CONTEXT

The problem, challenge or opportunity is...



HYPOTHESIS

Construct your hypothesis



We believe <this idea>

Will result in <this outcome>

We'll have confidence to proceed when <we see this measurable signal>

EXPERIMENT SETUP

What will you actually do?
Who do you need to run the experiment?
How many times will you run it?



CONSTRAINTS

Our constraints to run the experiment are...



HIGHER INTENT

This helps the business to...



RESULTS

The qualitative or quantitative results are...



CONCLUSION

Did your results match your hypothesis?
What does this mean?

VALIDATED

INVALIDATED

INCONCLUSIVE

NEXT STEPS

Our next move is...
The decisions or actions we can now make are...

