

EXPERIMENT CANVAS



RISKIEST ASSUMPTION

What is the riskiest assumption you want to test?

FALSIFIABLE HYPOTHESIS

Construct your hypothesis

We believe that < specific, testable action >

Will drive < specific, measurable outcome >

Within < timeframe >

EXPERIMENT SETUP

What kind of experiment will you use?
What are you measuring? How many times?

RESULTS

Record the qualitative or quantitative results of the experiment

CONCLUSION

Did your results match your hypothesis?
Or did they contradict your hypothesis?
And was your result clear enough?

VALIDATED

INVALIDATED

INCONCLUSIVE

NEXT STEPS

What is your next move?