

Experiment: #

Due Date:

Background:

What are you trying to achieve?

Results:

Enter the data

Falsifiable Hypothesis:

Your statement on expected outcome of the event. The formula is [Specific Repeatable Action] will [Expected Measurable Outcome]

VALIDATED | INVALIDATED

Learnings:

What (new) insights do you have? What has been reinforced or disproved?

Experiment Details:

How will you set up and run the experiment? For whom? In what context?

Next Experiment:

What will you do next? Will you pivot or persevere?