

EXPERIMENT BOARD

COMPANY

DATE

VERSION

START HERE. BRAINSTORM WITH STICKIES, PULL IT OVER TO THE RIGHT TO START YOUR EXPERIMENT

Who is your customer? Be as specific as possible max 5 min

What is the problem? Phrase it from your customer's perspective max 5 min

Define the solution only after you have validated a problem worth solving max 5 min

List the assumptions that must hold true, for your hypothesis to be true max 10 min

NEED HELP? USE THESE SENTENCES TO HELP CONSTRUCT YOUR EXPERIMENT

To form a Customer/problem hypothesis
I BELIEVE MY CUSTOMER HAS PROBLEM ACHIEVING THIS GOAL.

To form a problem/solution hypothesis
I BELIEVE THIS SOLUTION WILL RESULT IN QUANTIFIABLE OUTCOME.

To form your assumption
IN ORDER FOR HYPOTHESIS TO BE TRUE, ASSUMPTION NEEDS TO BE TRUE.

To identify your riskiest assumption
THE ASSUMPTION WITH THE LEAST AMOUNT OF DATA, AND CORE TO THE VIABILITY OF MY HYPOTHESE IS...

Determine how you will test it
THE LEAST EXPENSIVE WAY TO TEST MY ASSUMPTION IS...

Determine what success looks like
I WILL RUN EXPERIMENT WITH # OF CUSTOMERS AND EXPECT A STRONG SIGNAL FROM # OF CUSTOMERS.

EXPERIMENTS

	1	2	3	4	5
CUSTOMER					
PROBLEM					
SOLUTION					
RISKIEST ASSUMPTION					
METHOD & SUCCESS CRITERION					

GET OUT OF THE BUILDING

RESULTS & DECISION					
LEARNING					