

# Experiment Canvas

## Preparations

### Riskiest assumption

What is the riskiest assumption you want to test?

### Falsifiable hypothesis

Construct your hypothesis. Be specific and concret.

We believe that \_\_\_\_\_ (specific, testable, action)

will drive \_\_\_\_\_ (specific, measurable, outcome)

within \_\_\_\_\_ (time frame)

or we believe that \_\_\_\_\_ (free format)

### Experiment setup

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

### Target group

Describe your target group.

### Succes criteria

What is the most important metric you will measure and at what outcome will you validate your hypothesis?

If we learn that \_\_\_\_\_ we validate our hypothesis.

## Results

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Record the qualitative or quantitative results of the experiment.

### Conclusion

Did your result match or contradict your hypothesis? Are the results clear enough?

- Validated
- Invalidated
- Inconclusive

### Next steps

What is your next move?

- Pivot
- Persevere
- Stop

