

Experiment Brief

IDEA NAME

EXPERIMENT NUMBER AND DATE
#

Methodry^{ML}

*The Experiment Brief helps teams plan experiments for testing their stated hypotheses (riskiest assumptions).
The key is to identify the most efficient way to test the riskiest assumptions and gain validated learning.*

1. HYPOTHESIS - We believe that...

2. TARGET LEARNING - What you want to learn from the experiment

3. TEST TYPE - What method of test you'll use

4. SEGMENT - Who the target customer group for the test is

5. SUCCESS CRITERIA - What is the success measure

6. DURATION - How long will the test take to set up, run and review

7. ACTION - What action you'll take if the test passes or fails

8. STIMULUS/PROTOTYPE - What type of prototype you'll use