

# Design

## Hypothesis

Describe the business hypothesis you want to test?

## Activities

Which activities are you going to perform as part of this experiment?

Give an owner to each activity and describe the flow of the experiment (who does what and when)

## Resources

What resources will be required to complete the experiment?

## Metrics

What are you going to measure during the experiment?  
And how?

## Possible Results

### Success

What would be considered as success?  
What would a successful result mean for the hypothesis? And for the next steps?

### Inconclusive

What would be considered as an inconclusive result?  
What does that even mean?

### Failure

What would be considered as failure?  
What would a failed result mean for the hypothesis? And for the next steps?

# Execution

## Actual Results

What were the actual results of the experiment?  
Be specific and use numerical metrics whenever possible.  
Describe if the results were a success, failures or inconclusive.

## Conclusions

What have you learned from the experiment?  
What insights were gained?

## Next Steps

What are your next steps?  
How are they going to change due to this experiment?  
What are you going to do different in the future?

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**Activities**

**Resources**

**Metrics**

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**Inconclusive**

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**Actual Results**

**Conclusions**

**Next Steps**



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**Next Steps**

