Experiment outline.

Pilot _____

Date _____

Fill in all four boxes before the pilot starts. Afterwards, report against the same boxes.
Tip No threshold, no experiment.



WHAT WE BELIEVE

Your hypothesis: what you think is the case.



TO VERIFY THAT, WE WILL

Clear enough that others can repeat it.



TWO METRICS THAT MATTER

The two numbers that tell you if it worked.

1 .....

2 .....



WE WERE RIGHT IF

A threshold per metric, set before you start.

1 ..... result

2 ..... result