**Tested Assumption**

**Impacted Business model Block**
- Grey out the Business model block impacted by hypothesis

**Cohort**
- Define the user group that the experiment is designed for

**Experiment**
- Design the experiment using the minimum set of requirements that are needed to test the hypothesis

**Fail Criteria**
- Specify lowest limit for not proceeding or persevering

**TimeBox**
- Set the time the experiment is going to run for

**Results**
- Record all the findings of the experiment focusing on the fail criteria

**Learnings**
- Document the key lessons learned from the experiment

**Decision**
- Write down the decision taken based on the results and learnings

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