


Experiment Canvas

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 requirement that is 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

1			2			3		
Launch Experiment			Launch Experiment			Launch Experiment		