Experiments guidethrough

This tools will help you to design your experiments. Please note that first you need to draw your assumptions! For that purpose, use the Assumptions Extractor.

Guidelines

- Use the experiment cards to select the kind of experiment you need.
- Pick up the specific format for your experiment from the cards.
- Rewrite the experiment to fit your purpose.
- You can also design your own experiment!

Adapt your experiment

Remember that you are dealing with real people in the real world. So always keep in mind that we need to adapt the experiment to those people we are addressing, to prevent information bias. Learn more about biases at the end of this guide.

Some principles for experiment design

- What people say is usually not the same as how they behave - Behavior data is stronger that verbal data.

- Your presence made clients behave in a different way - Gather data behavior when there is no direct interaction.

- Some experiments are only suitable for testing specific parts of the business model. Design your experiment focusing on the issue to test!

- Don't hesitate to use different experiments for your critical assumptions, combining many kinds of approaches.

Scoring your experiments

You need also to score your experiment to understand where you should start first. If you are using a model for our cards, it's already scored! If you are making up a new one, use the following guide for scoring.

Critical scoring

1. No harm if you don't validate.

2. This validation will improve your business.

3. This validation will grow your business.

4. This validation will create your business.

Cost scoring

1. Free.

2. Paying for a cheap service.

3. Purchasing/delivering physical stuff

4. Purchasing stuff + travelling.

Time scoring

1. A single morning.

2. A single day.

3. Up to a week.

4. More than a week.