

Learning Goal

What do we need to learn?
What is our riskiest assumption?
What is our one priority?

Hypothesis

Is it falsifiable?
Is it specific?
Is it causal? *e.g. If X then Y*
Is it **R**elevant to the learning goal?

Metric

Qualitative or quantitative?
Is it actionable?
Is it **M**easurable?

	Fail Condition	wtf,s!
	<i>If this happens, our hypothesis is clearly false!</i>	<i>If this happens, stop! Experiment is broken, retro!</i>

Experiment

How will you collect the data?
Is it **S**pecific?
Is it **A**chievable?

Link to any supporting documents

Time Box

Is the experiment **T**imely?
Can we get data faster?
Would less data be sufficient?
Is the retro in our calendar?

Start	End	Retro

Result

What happened?
What data did we collect?
Anything unexpected?

Next Step

Pivot or persevere?
Another experiment for this goal?
Do we need to clean up?

