# Experiment Herder Template\* by Trikro LLC

Start

(For S.M.A.R.T Experiments: Smart Measurable Achievable Relevant Timely)

Designed by:

Designed for:

## **Learning Goal**

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

**Hypothesis** 

Is it specific? Is it causal? e.g. If X then Y

# Is it falsifiable?

Is it Relevant to the learning goal?

# Metric

Qualitative or quantitative? Is it actionable? Is it Measurable?

**Experiment** 

# How will you collect the data?

Is it Specific? Is it Achievable?

Link to any supporting documents

**Time Box** Is the experiment Timely? Can we get data faster?

### Would less data be sufficient? Is the retro in our calendar?

What happened? What data did we collect?

Anything unexpected?

Result

**Next Step** Pivot or persevere?

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

# **Fail Condition** wtf,s!

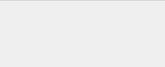
**End** 

Designed by: TriKro LLC - Lean Coaching and Innovation Ecosystem Design

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## If this happens, our hypothesis is clearly false!



Retro

If this happens, stop!

Experiment is broken, retro!