

Learning Goal

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

Assumptions

Are they Relevant to the goal?
Links to additional material such as a customer persona?

Metric

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

Plan

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?

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?

		<div>wtf,s!</div> <div>If this happens, stop! Experiment is broken, retro!</div>
<div>Start</div>	<div>End</div>	<div>Retro</div>