

LEAN ENTERPRISE EXPERIMENT CANVAS

Date:	Responsible person:
Goal: <i>to learn</i>	Project name:

The one metric that matters		Control metric	
Draw a line in the sand: the one metric you want to impact, with how much, by when		If there is a control metric you want to keep an eye on, specify here	
Current value of metric		Current value of metric	

Step of cycle	Experiments	1	2	3	4	5
Phrase the problem from your customers' perspective. Include the proof point. <input type="checkbox"/> Is this really a problem? (validate with clients/data) <input type="checkbox"/> Is this one of the most important problems? (estimate impact and apply Pareto principle)	Problem					
Define the possible solution <input type="checkbox"/> Is the solution easy to implement? <input type="checkbox"/> Is there a balanced mix of iterative improvements ($\pm 80\%$) and major leaps ($\pm 20\%$)?	Solution					
Design the test ("I will run experiment #X with Y% of customers in period Z") <input type="checkbox"/> Is this the fastest way to test my solution with minimal amount of resources (time, people, money)? <input type="checkbox"/> Do actual users give feedback, implicitly or explicitly? <input type="checkbox"/> Is the test time-boxed?	Test method					
Determine what success looks like ("During the test, I expect strong signal from X% of customers"/visitors)	Success criterion					
Get out of the building						
Describe the results of your tests. Based on the results, take a decision	Result & decision					
Describe the lessons learned from the experiment <i>Did we change the one metric that matters significantly? Are control variables still ok?</i> <i>If yes: pop champagne, and build the actual solution. If not: pivot/persevere.</i>	Learning					