

## Experiment Grid

**USE THIS WORKSHEET TO PLAN EXPERIMENTS WITH YOUR TEAMS.**

## Idea:

### Assumption:

## What assumptions have we made about customers and their world?

## Hypothesis:

If we do

then \_\_\_\_\_% of people  
will do

## Experiments:

**Description:**

## Results:

## What did we learn?

### Metrics:

## What will we do next?