

# Learning Launch Plan

CONCEPT NAME:

EXPERIMENT #

**Critical Assumptions to Test**

What you hope to learn

**Timeframe**

**Sample Size**

**Experiment Design**

How will you conduct research to test your assumptions? What prototype (or prototypes) will you use? What will happen during the experiment?

**Who**

Research participants and where you will find them

**Tracked Metrics**

Data to be recorded during the test

**What to Watch for**

Confirming data

Disconfirming data