|  |  |
| --- | --- |
| **THE BUSINESS EXPERIMENT**  Define how to test the riskiest assumptions of your business initiatives. | Company’s Name |

# A: EXPERIMENT IDENTIFIERS

|  |
| --- |
| *Name the experiment in a meaningful way* |
| *A short name to help you refer to the experiment* |
| *The owner/ creator of the experiment* |
| *The project manager of the experiment* |

## **Experiment Title**

Add a title that reflects the essence of the experiment

## **Codename**

Provide a unique identifier for

the experiment

## **Business Owner**

Who is the owner of this

experiment?

## **Project Owner**

Who is responsible for the execution of the experiment?

|  |  |
| --- | --- |
| **B: WHAT ARE YOUR LEARNING GOALS?** | |
| **Objective**  What are you trying to learn from the experiment? | *Describe in a compact way the objective of the experiment* |
| **Product/ Project**  Name the products or projects that this experiment is part of | *Reference the associated product or project* |
| **Feature Name**  Name any product features that this experiment serves | *Reference the associated product feature (existing or candidate)* |

# C: WHAT ARE YOUR KEY HYPOTHESES?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **ID** | **Describe the Hypothesis** | **Metric** | **Target** | **Actual** |
| 1 | *Hypothesis #1* | … | ? | ? |
| 2 | *Hypothesis #2* | … | ? | ? |
| 3 | *Hypothesis #3* | … | ? | ? |
| 4 | *Hypothesis #4* | … | ? | ? |
|  | | | | |

## **Hypotheses**

Describe the key assumptions to be tested.

For each one, name the involved metric and its target value/ impact

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|  |  |
| --- | --- |
| **Success Criteria**  What are the key success criteria in terms of learning  and insights? | *Describe here how success would look like* |
| **Action on Success**  What are the next steps assuming the experiment is  successful? | *Describe here the possible next steps assuming a successful outcome* |

**D: DESIGN** – HOW WILL YOU TEST YOUR HYPOTHESES?

|  |
| --- |
| * Landing page ☐ Physical Prototype * Wireframe ☐ Proof of Concept (PoC) * Clickable Prototype ☐ Other * Functional Prototype |
| **Internal users** *How many?* **External users** *How many?*  **Profile of users**  *Describe the profile of the target audience e.g. demographics (if external) or business focus (if internal)* |
| * Online Campaign * Focus Group * Internal testing * Stakeholder Interviews * Other   *Describe here any additional channels* |
| *Pick a date* |
| *Pick a date* |
| *Describe any conditions that should end the experiment* |

## **Form Factor**

Select the types of artefacts

that will be used

## **Target Audience**

Describe the audience that will be used to interact with

the artifacts

## **Channels**

What Channels will be used to reach the intended

audience?

## **Start Date**

When will the artefact be exposed to the users?

## **End Date**

Until when will the artefact be available to the users?

## **End Condition**

Is there any metric-related trigger or threshold that should stop the experiment?

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**E: OUTCOME** – DECISIONS AND OUTCOME (POST-EXECUTION)

|  |
| --- |
| *Choose an item reflecting the decision made.* |
| *Provide the rationale of the decision* |
| *List here the decision-makers* |
| *Provide any additional comments* |

## **Decision**

Pick the decision that has been made after the execution of the experiment

## **Justification**

Provide the reasoning of the decision – how were the numbers interpreted?

## **Decision Maker**

Record here the decision makers along with any objections or arguments against the decision

## **Comments**

Provide additional thoughts or plans – e.g. explore additional hypotheses or repeat the experiment with

a different setup

|  |  |
| --- | --- |
| **F: METADATA** | |
| **Code repository** | *Link to the codebase – if any* |
| **Live instance** | *Link to the live prototype – if any* |
| **Link to documents** | *Link to document repository* |
| **Business Area** | *Please name the division/ business owning this experiment* |
| **Compiled by** | *The document owner* **On** *19* September 2021 |

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