

LEAN EXPERIMENT MAP

WHAT ARE YOU TRYING TO LEARN?

To the left, write what you are trying to learn. Your learning goal will typically relate to the stage of the program you are currently in. Brainstorm and prioritise your assumptions using the grid below and then post your most critical unknown assumption to the right.

SELECT THE MOST CRITICAL UNKNOWN ASSUMPTION

MOST CRITICAL ASSUMPTION

Place a single 3X3 sticky note in each box. Proceed down each column. Record your progress over time.



1

2

3

4

5

REPEAT

REPEAT

REPEAT

REPEAT

REPEAT



HYPOTHESIS

A specific measurable description of your Most Critical Assumption. If we do X, then Y% of customers will behave in way Z.



EXPERIMENT DESIGN

Chose an appropriate experiment to test your hypothesis as fast as possible using minimal resources. Try to measure real customer behaviour and encourage currency exchange.



MINIMUM SUCCESS METRIC

Commit to a metric which you consider high enough to get you excited if true, making sure it is relative to your experiment design.



TIME BOX

Over what time period will you run your experiment in order to reach the Minimum Success Criteria? Try to allow time for iterations before you need to move on to the next stage.



RESULTS

What data did you collect relative to your Minimum Success Criteria? What behaviour and reactions did you observe which influenced the results?



INSIGHTS & LEARNING

Did anything unexpected happen to make you think differently about your idea? What new information did you learn?



DECISION

Make an informed decision based on your experiment results & insights. What action must you take? Persevere, iterate or pivot?



Launch Your Experiment

Discuss what you learned

Is your decision based on the evidence you generated?

