

# EXPERIMENT CANVAS

## RISKIEST ASSUMPTION

What is the riskiest assumption you want to test?

## FALSIFIABLE HYPOTHESIS

Construct your hypothesis

We believe that < specific, testable action >

Will drive < specific, measurable outcome >

Within < timeframe >

## EXPERIMENT SETUP

What kind of experiment will you use?  
What are you measuring? How many times?

## RESULTS

Record the qualitative or quantitative results of the experiment

## CONCLUSION

Did your results match your hypothesis?  
Or did they contradict your hypothesis?  
And was your result clear enough?

VALIDATED

INVALIDATED

INCONCLUSIVE

## NEXT STEPS

What is your next move?