

Experiment Canvas

What assumption or risk are you trying to address?

(Which part of your canvas or assumptions board are you testing?)

What is your hypothesis?

(We believe that _____ will happen when we do _____ with _____ people)

How will you judge if your hypothesis is correct (a numerical metric):

(Example: at least 50% of our participants will complete the task within 2 days)

Who will you recruit for this experiment?

(Example: unemployed single moms in smaller U.S. cities)

How will you recruit them?

(Example: networking to friends of friends, posting on our social media platform, and an online signup form)

How long will the experiment run?

(Example: 2 weeks)

What are the mechanics of the experiment?

(Who does what, when?)