1 CHALLENGE

Overall problem/opportunity

Current condition	Target condition

2 HYPOTHESIS

We believe _____

[doing this]

For _____

[these people]

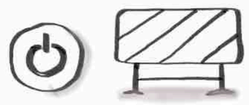
Will achieve _____

_____

[this outcome]

3 OBSTACLES/ ENABLERS

- _____
- _____
- _____
- _____
- _____



6 EXPERIMENT LOG

	#1	#2
Observations - what is happening?		
Interpretation - what does it mean?		
Conclusion - how should we proceed?		

5 EXPERIMENT DESIGN

	#1	#2
Description		
Deadline		
How do we measure success?		
When, how, with whom?		

4 EXPERIMENT IDEAS

- _____
- _____
- _____
- _____
- _____
- _____