

Lean Startup experiment card

Fill in page 1 in a PDF reader that supports forms, or print it and write in the boxes. Page 2 is a hypothetical plan, not a record of a real test. Pick the assumption and decision rule before starting; complete observations afterwards.

01 Customer and current workaround

Who faces this problem, when does it happen, and what do they do today?

02 One assumption to test

What observable action would make the idea more credible?

03 Smallest useful test

What will you offer, to whom, and what will they actually do?

04 Evidence and decision rule

Choose the signal, denominator, time window and rule before you begin.

05 Limits and care

Set a time or spending limit and decide what information you need permission to use.

06 Observations after the test

Record actions, counts, eligible opportunities and relevant context. Keep facts separate from interpretations.

07 Next decision

Continue, change one part, or stop this test. What evidence supports that choice?

Manual invoice reminders

NOT RUN. A plan only - no customer activity or results are claimed.

01 Customer and current workaround

Independent freelancers with at least two overdue invoices they expect to follow up during the next 14 days. Current workaround: checking a spreadsheet and writing reminders themselves.

02 One assumption to test

At least three of five participants will ask to use the manual reminder process for a second eligible invoice.

03 Smallest useful test

Work with five qualified volunteers for 14 days. Prepare reminder drafts using sanitized details; participants review and send messages themselves. No app or AI automation required.

04 Evidence and decision rule

Count participants who request a second eligible use: target at least 3 of 5 within 14 days. Record the exact observed action and support time. This exploratory threshold is a planning choice, not statistical proof or evidence of willingness to pay.

05 Limits and care

Set a time budget before recruiting. Use sanitized invoice details and the participant's approval. Do not upload real client or invoice information to an AI assistant.

06 Observations after the test

NOT RUN. No customer activity or results are claimed. Later record how many participants had a genuine chance to repeat, how many asked to repeat, and the support time required.

07 Next decision

If the repeat-use signal is met, investigate whether a paid pilot is worth testing. If it is missed, examine eligibility, workflow friction and urgency before changing direction. Repeat use does not establish payment demand or product-market fit.