The Experimentation™ Canvas

From assumption to evidence in 48 hours to 3 weeks

OWNER _____ TEAM _____ START → END _____

nolum

GOAL
The outcome

What value, for whom?

WORTH IT?
Purpose ___ / 5 Profit ___ / 5

MEASURES · SET AT 01
How we'll know

Primary metric · the one number

METRIC

BASELINE | MIN. TARGET | IDEAL TARGET

Secondary metrics

METRIC 1

METRIC 2

Guardrails: must not drop

METRIC

ALERT AT

01 FRAME	02 DESIGN	03 RUN	04 LEARN	05 DECIDE
What are we unsure about?	What's the smallest test?	What are we seeing?	What did we learn?	☐ Continue ☐ Change ☐ Stop
RISKIEST ASSUMPTION	SAMPLE · DURATION	BETS FIRST: OUR GUESSES	PRIMARY METRIC RESULT	A stop is a result. Celebrate it.
			___ → ___ (Δ ___ %)	

FEEDBACK LOOP · CONTINUE → NEXT EXPERIMENT, LEARNING COMPOUNDS

GATE · SET AT 01
Decision rules

Agreed together, before we run.
Tied to the primary metric.

We continue if … _____

We stop if … _____

Unclear if … _____

Unclear → extend the time or redesign the test.

SIGNED _____ _____ _____ _____

RULES OF THE ROOM

No blame.
Every guess welcome.
Stopping is a win.