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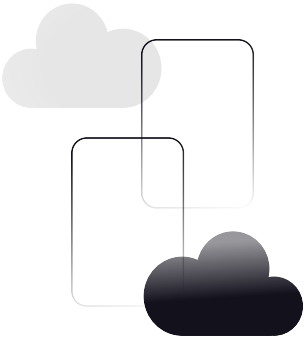

Experiment Cards

Design and conduct experiments to learn about how a team or company operates using a Hypothesis Driven Development approach.

Takes 2-3 hrs to complete

For individuals or teams

Can be worked on at the same time or separately

Can be done remotely or in-person

Welcome to the Experiment Canvas, a template for designing and implementing learning experiments. It supports teams to design well-defined experiments and adopt a Hypothesis Driven Development approach to creating process change and delivering projects.

The canvas will help you to design an experiment, starting by identifying the problem that needs to be solved, then specify a clear falsifiable hypothesis and experiment setup. After running the experiment, check the results and plan your next steps.

Please read the instructions fully and familiarise yourself with both Miro and Canvas before beginning the exercise. If you're new to Miro you might want to read the beginners guide:

https://help.miro.com/hc/en-us/categories/360001415214-Getting-Started

Getting started

Work through the canvas, answering the questions as fully as you can. Identify a falsifiable hypothesis and experiment set up.

We've included some pointers below to help you think about and answer the questions.

What problem are we trying to solve?

Why are we running this experiment?

What do we think the solution is?

What assumption do we want to validate?

What is the vision for this change?

What outcome do we want from this experiment?

Why is this important to us?

What is the cost of doing nothing to the project, team or organisation?

Who will this change affect?

Who needs to know about the results of this experiment?

Falsifiable Hypothesis

A falsifiable hypothesis is a statement that can clearly be proven wrong. It states a specific repeatable action, the expected outcome and how we will know if we've achieved it. If you have an existing metric for the way things are now, use that to benchmark the one metric that matters. Otherwise, try to have a good estimate rather than fake precision!

Experiment **Setup**

Who are the owners of the experiment and how long will it take?
What is the smallest thing we can do to learn? What prototype will we use to test with? How many times will we run the experiment? What will we measure each time?

Insights/Results

Enter the qualitative and/or quantitative data resulting from your experiment.

Conclusion

Summarize your findings. Did your result validate or invalidate the hypothesis? Or was it inconclusive?

- Validated
- Invalidated
- Inconclusive

Next Steps

Based on the conclusion, determine your next steps. Do you need to iterate, pivot, persevere, or redo the experiment?

Experiment Cards

A **team** working **separately**

If it's not possible for your team to work together at the same time you can complete the canvas individually and then arrange a call to complete Step 6. reviewing everyone's answers.

1. Agree a deadline for all required participants to complete the questions on the **Scoping Canvas**.
2. Share this document with all participants.
3. Each participant chooses a **Workspace** adding their name to it. If more are needed, simply print more of the relevant sheet as required.
4. Beginning with **Box 1 – Purpose**, each participant answers the question(s) posed in the box :

   a. Answer questions by writing up stickies in your chosen Workspace. Keep your answers clear and concise – a couple of words, a phrase, a sentence.
   b. Use the relevant colour sticky that matches the box – i.e. yellow for Box 1.
   c. Write as many stickies as you think necessary.
   d. Spend no longer than 5 minutes per Box.
5. Avoid the temptation to peek at anyone else's completed workspace while doing yours. We know it's hard but you'll get more out of the exercise this way!
6. Once the deadline is passed, we recommend scheduling a call with all participants to discuss their answers.
7. During the call, begin by getting each person to post-up their stickies for **Box 1** on the central **Canvas**. Do this in turn and do not discuss yet.

8. Once everyone's stickies are posted in Box 1, the group should hold a short discussion about the answers to probe responses and ensure team alignment.

   a. Feel free to rewrite a sticky if, as a team, you feel you can capture the answer better.
   b. Do not remove duplicate answers as these can denote alignment or importance.
   c. Spend no longer than 10 minutes discussing the Box. As soon as you are agreed on the answers, move on.

9. Repeat the above steps for each Box on the Canvas in turn, following the numerical order up to Box 16.

10. Once Boxes 1 – 16 are complete. Hold a quick final review of the completed canvas to check team alignment. Ensure it accurately captures the essence of your innovation or venture. Spend no longer than 10 minutes on the review.