

Choose your experiment

your working copy

Decide what is worth testing before choosing tools. See guide pages 6–7.

Click and type. Tab moves between fields. Save a named copy, close it and reopen to check your answers. Use the extra-notes area when supplied; keep all text visible before printing.

Audience and situation

Who can you reach, and when do they need help?

Problem and workaround

What do they do now, and what is difficult?

Proposed value

What specific useful change could you offer?

Smallest useful deliverable

One answer, artifact, manual service or prototype.

Resources you already have

Skills, permitted data, tools and realistic access.

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Time, spending and other limits

Name the ceiling and any action outside this experiment.

Riskiest assumption

What must be true for this to be useful?

Demand test

Who may willingly try it, what signal counts and when?

Decision rule and owner

Choose continue/change/stop criteria before seeing the result.

Extra notes

Continue an answer here; identify the question it belongs to.