

Record one experiment

your working copy

Save a new copy for each test. Keep observation, interpretation and decision separate.

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.

Experiment

Date

Assumption and test

What did you investigate, and how?

Expected signal

Your rule before observing the result.

Actual observation

What actually happened? Include no response or not tested.

Evidence

Where can the result be checked? Keep private data out.

Decide the next step

your working copy

A completed deliverable and a demand result are different observations.

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.

Interpretation

What do you think the observation means?

Limits and unknowns

Sample size, missing data and alternative explanations.

Decision

Continue, change, stop or gather more evidence.

Decision owner

Who makes or owns the next decision?

Next action

One concrete next step.

Next review

When will you review this experiment again?