

EXPERIMENT ITERATIONS CANVAS

Date:

Desired state:

Product:

Owner:

THE ONE METRIC THAT MATTERS	CONTROL METRIC
The metric that shows we are getting closer to the desired state:	The metric that shows we haven't broken something important:
Current value:	Current value:

	1	2	3	4	5	6
Outcome						
Hypothesis						
Method						
Criteria						
EXECUTE THE EXPERIMENT						
Result						
Learning						

Derived from the Bloom Lean Experiment Canvas released under Creative Commons 4.0 Licence, which is itself inspired by the Javelin Experiment Board.