

# Experiment Card

Team:

## About this tool:

The "Experiment Card" helps you to set up the experiment that will allow you to validate those assumptions you previously mapped. Instead of running a full prototype,

define the elements of your business concept you're not completely certain about, and set up a small experiment to validate each of them individually.

### 1 Type of experiment

A/B testing, explainer video, pre-sell, ...

### 2 Description

What needs to be tested and how will you do it?

### 3 For

Describe the target audience of this experiment

### 4 Success

Describe what would make this experiment successful

### 5 To do

Sum up the practicalities needed to run the experiment and structure them on the timeline.

Sketch it!  
Visualize your solution

