Experimentation Plan

Team:

About this tool:

An experimentation plan is a way to map out all your experiments in one place. It also becomes a simple tool to delegate actions and keep individuals informed if multiple teams are working on validating a solution. As assumptions or concepts are tested, learnings should be captured alongside recommendations of how to proceed. This allows for a constant flow of decision makings as opposed to continuously pushing a project forward. We recommend testing at least 5 assumptions, so please print this sheet 3 times if using non-digitally).

1 Assumption What are we looking to test?	**2 Experiment** How are we looking to test it?	**3 Hypothesis** What do we believe may happen?	**4 KPI's** How do we measure success?

5 Audience & Format Who are we targeting?	**6 Prep** What is required to prepare?	**7 Learnings** What did we find out?	**8 Recommendations** What should happen next? ☐ Continue ☐ Pivot ☐ Kill

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board of innovation   **Kimberly-Clark**