# Prototyping Canvas

Team:

## About this tool:

The Prototyping canvas tool is designed to help you quickly isolate and test your key assumptions.

The canvas is laid out as an A/B test for Facebook ad, but the principles behind the tool (isolated assumption experimentation) can be widely applied, in digital formats and beyond.

**Concept 1**: Place your main concept and its two assumptions on the space below

Describe your concept here

Place Assumptions Here

A

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**Kimberly-Clark**