

# EXPERIMENT DESIGN CANVAS

Product / Service / Business Line:

Sprint#:

## Experiment Title

What is the descriptive title of the experiment?



## Priority Score (ICE)

What priority score can you assign to this experiment?



## Hypothesis

Develop a clear and measurable experiment hypothesis



Impact .....

Confidence .....

Ease .....

Total score .....

We believe that .....

Will result in .....

Within .....

## Pirate Funnel Stage

To what stage(s) of the customer acquisition/pirate funnel (AAARRR) does this experiment apply?



## Experiment Setup

What activities are required to run the experiment?  
How will you measure results? Are there any risks to be aware of?



## Experiment Requirements

What needs to be in place to effectively run the experiment?  
E.g. data (access), tooling, people / stakeholders, hardware



## Experiment Team

Who is part of the experiment team?  
And who is experiment captain?



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