EXPERIMENT LOOP MAP

MOVES THE NEEDLE

The Experiment Loop Map was designed in response to our desire to track experiments over time, in a highly visible format which encourages discipline and story telling. For more detailed instructions, please visit www.ExperimentMap.com

Version 2.0 • Copyright © 2014 Moves the Needle • All Rights Reserved • www.MovesTheNeedle.com

START

LEAP OF FAITH ASSUMPTION

Something accepted as true without evidence.

The most critical assumption you are making about your idea at this time, for which you have the least amount of evidence.

Place a single 3x3 sticky note in each box.
Proceed down each LOOP column.
Record your progress over time

HYPOTHESIS

A specific, measurable description of your Leap of Faith Assumption.

If we do **X**, then **Y%** of customers will behave in way **Z**

EXPERIMENT

Build the absolute minimum required to test your hypothesis, as fast as possible.

Don't just confirm, **learn**. Include ways to capture surprises, as well as real behavior important to your idea.

BEHAVIOR

Action speaks louder than words

Measure real customer behaviors associated with your hypothesis. Encourage "currency" exchange when possible. No surveys!

TARGET METRIC

Commit to a minimum success threshold

Choose a number high enough to get you and your team excited if true, and relative to the experiment you are conducting.

Run your experiments as quickly and frugally as possible.

ACTUAL RESULTS

What actually happened?

Record the actual metrics generated during your experiment, paying close attention to new behaviors and surprises.

WHY?

What did behaviors did you observe?

Record the observable behavior, live feedback and reactions you witnessed firsthand, which influenced the actual results.

NEW INSIGHTS

Insights change the way we think about our customers or your idea.

Record the new information you generated during this experiment, as well as unique observations made in the field.

What new evidence did you generate?

DECISION

Take your next step - move forward

Look for a trend in your evidence over time. No single experiment holds all the answers. Iterate? Persevere? Pivot?

Is your decision based on the evidence you generated?

Copyright © 2014 Moves the Needle • All Rights Reserved

LOOP | LOOP | LOOP | LOOP | LOOP | LOOP | LOOP | LOOP | LOOP | LOOP | LOOP | LOOP

Launch your experiment. | Launch your experiment. | Launch your experiment. | Launch your experiment. | Launch your experiment. | Launch your experiment. | Launch your experiment. | Launch your experiment. | Launch your experiment. | Launch your experiment. | Launch your experiment. | Launch your experiment.

Discuss what you learned. | Discuss what you learned. | Discuss what you learned. | Discuss what you learned. | Discuss what you learned. | Discuss what you learned. | Discuss what you learned. | Discuss what you learned. | Discuss what you learned. | Discuss what you learned. | Discuss what you learned. | Discuss what you learned.

Go to next loop | Go to next loop | Go to next loop | Go to next loop | Go to next loop | Go to next loop | Go to next loop | Go to next loop | Go to next loop | Go to next loop | Go to next loop | Go to next loop