

# RAPID EXPERIMENTATION

## TEST IT!

### CUSTOMER/USER BEHAVIOR:

What user behavior you want to measure?

### HYPOTHESIS:

If we do X, Y% of people will do Z.

### EXPERIMENT:

What experiment will test your hypothesis?

### CURRENCY:

What is your participant exchanging?

### TARGET METRIC:

What is your minimum success metric?

## LEARN & PIVOT

What did your experiments reveal?

### RESULTS:

Did the experiment pass or fail?

### WHY:

Why or why not?

### INSIGHT:

What new insights did you discover?

### DECISION:

What should you do next?