

Tester/Team:	Date(s) of Test:
Change Idea:	
Goal of Our Test:	
Our Big Aim:	

PLAN

Details of our test: Who, what, when, where, how. Include our data collection plan.

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What do we want to learn from this test?	Predictions: What do we think will happen?	Data: What data will we collect to test our predictions?

When will we debrief our results?	What resources do we need to run our test?



DO

What actually happened during the test? What surprised us? What was difficult? What was successful?

STUDY

What were the results? Were our predictions correct?

What did we learn?

ACT

What will we do next? Iterate? Scale? Scrap? What will our next step look like?