

Name of the test	
Responsible person	
Date	Duration
Step 1: Hypothesis (We believe that)	
Step 2: Test (To verify that, we will)	
Step 3: Metric	

(To measure...)

Step 4: Criteria

(We are right if...)

own representation, adapted from Strategyzer



Name of the finding	
Responsible person	
Date	

Step 1: Hypothesis

(We believe that...)

Step 2: Test (To verify that, we will...)

Step 3: Metric (To measure...)

Step 4: Criteria

(We are right if...)