


MVP / EXPERIMENT CANVAS


EXPERIMENT BACKGROUND

*What are you trying to test and learn?
 What job is the customer trying to get done?
 What customer value will be delivered?
 What is motivating to do this experiment or MVP?*




SHARE CURRENT HYPOTHESIS

*Is this hypothesis falsifiable?
 Who is the customer segment?
 What is the relative importance of this experiment?*



DESCRIBE THE ACTUAL EXPERIMENT

*What kind of preparation you need for the experiment?
 Are there risks to be aware of?
 What are you measuring?
 Leading indicators vs Lagging indicators*



DESCRIBE TARGET SEGMENTS


*Customers
 Employees
 Stakeholders*



OBSERVATION


*Expected Results
 - Customer Sentiment
 - Customer Behavior*

Actual Results



VALIDATED LEARNING

*Primary Insights
 Additional Insights
 What couldn't be tested*



NEXT STEPS

Describe any follow up next steps



OPERATIONAL DATA

of people in the team: # of Customers Involved: # of Days: Product Owner: