

Test Name

Deadline

Assigned to

Duration

## STEP 1: HYPOTHESIS

We believe that

Critical:



## STEP 2: TEST

To verify that, we will

Test Cost:



Data Reliability:



## STEP 3: METRIC

And measure

Time Required:



## STEP 4: CRITERIA

We are right if

# Learning Card

*Insight Name*

*Date of Learning*

*Person Responsible*

## STEP 1: HYPOTHESIS

We believed that

## STEP 2: OBSERVATION

We observed

Data Reliability:



## STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

Action Required:



## STEP 4: DECISIONS AND ACTIONS

Therefore, we will