Learn S.I.M.P.L.E.

Small Insights Mean Progress
with Lean Experiments

Project Name

Date

Question

What is one of the critical question we need to answer / solve in product?
What is our goal?

Data

How we'll measure that we solved problem correctly? What data are most important for that? Key metrics?

Plan

How we will collect the data? Is the plan Specific? Is it Achievable? Why?

Results & Insights

What happened? Why? Anything unexpected? What conclusions can we draw?

giraffe
studio