

PROJECT [CUSTOMER]: EXPERIMENT TITLE

[Time Remaining]

[Date Last Updated]

[R/Y/G]

CONTEXT:

Current Results & Outcomes

1. [X]
2. [Y]

Target Outcomes

1. [X]
2. [Y]

Dependent Variable

1. [Definition]
2. [How measured]

Top 5 Independent Variables

- 1.
- 2.
- 3.
- 4.
- 5.

HYPOTHESIS:

[If we make X change in the IV, it will have Y change in the DV]

EXPERIMENT DESIGN:

Test Outline

1. [How will we test]
2. [What if true, What if false]

Resources Required/Allocated

	Setup	Execute	Retro
Time			
Resource			
Budget			

Measurement Architecture

	How	System	Resp.
DV			
IV			

EXPERIMENT RESULTS:

Test Results to [Date]

1. [True/False/Inconclusive]
2. [Describe, Attach Results]

Changes since last report

1. [Findings]
2. [Findings]

Leadership

1. [Responsible for Experiment]
2. [Action Proposed/Taken]
3. [Next Step]

