

# Experiment card

ID

Name

Date created

## Hypothesis

*What specific assumption are you testing?*

## Experiment design

*Who is participating? What data do you plan to collect?  
How will data be collected?*

## Metric

*What metric, threshold, and time period  
will determine if the hypothesis is proven or unproven?*

## Learnings

*What have you observed? Are the results useful?  
Any experiment design shortcomings?*

## Proved hypothesis

String experiments

## Unproved hypothesis

String experiments

