|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Experiment Iterations Canvas | | |  |  |  | | The once metric that matters | | Control metric | |
|  |  |  | | | |  | The metric that shows we are getting closer to the desired state |  | The metric that shows we haven’t broken something important |  |
| Date: |  | Product: | | | |  |
|  |  |  | | | |  | Current Value |  | Current Value |  |
| Desired State: |  | Owner: | | | |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | 6 |
| Outcome |  |  |  |  |  |  |
| Hypothesis |  |  |  |  |  |  |
| Method |  |  |  |  |  |  |
| Criteria |  |  |  |  |  |  |
| Execute the Experiment | | | | | | |
| Result |  |  |  |  |  |  |
| Learning |  |  |  |  |  |  |

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