Learn S.M.A.R.T.

Specific • Measurable • Achievable • Relevant • Timely

Question

What is the one critical question we need to answer?
What is our goal? What are we trying to learn?

Assumptions

What do we already know? What blindspots do we have?

Data

What qualitative or quantitative data should we Measure?

Prediction

What action will we take and what will the result be?
Is our prediction falsifiable and Specific enough to test?

Fail Condition

What result would convince us our belief is false?

Plan

How will you collect the data? Is the plan Specific? Is it
Achievable? Link to any supporting documents.

Time Box

Is the plan Timely? Can we get data faster?
Would less data be sufficient?

Early Stop Condition

What would tell us that our plan won't work early on?

Results & Insights

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

Next Steps

Should we pivot or persevere?
Do we need more data or a new plan?

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