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

Small Insights Mean Progress with Lean Experiments

**PROJECT NAME** 

DATE



### Question

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



# Data

What qualitative or quantitative data should we Measure?



## Plan

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



#### **Results & Insights**

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



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