

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?

