

**How might we...**

**Experiment name**

**Explanation / Hypothesis**

*What's the theory we're wanting to test? See format below if its helpful.*

*We're starting from XX*

*If we do YY then hopefully ZZ will be the result.*

*So let's do ABC*

## **Specific Action Steps**

*Bullet points incl what, who and when*

## **Success Criteria**

*How will we know the experiment is complete?*

*What are we looking for as an indicator it's gone well?*

## **Experiment Length**

*3-6 weeks*