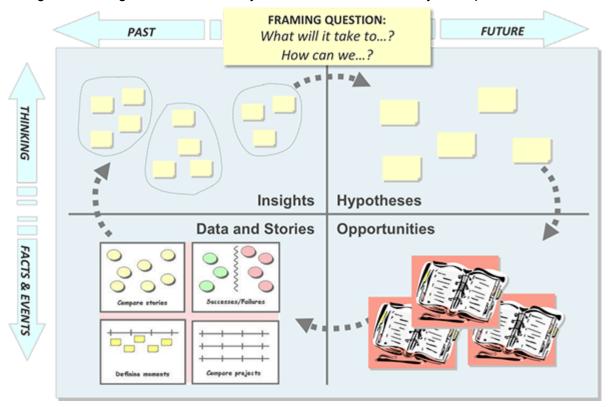
Discovery Worksheet

This worksheet is designed to help you refine and think more broadly about an experiment idea through a series of prompts. Feel free to jump around from prompt to prompt as you gain new insights.

After you complete this worksheet, make a copy of the <u>Experiment Design + Log</u> <u>template</u> and fill it out for this experiment.

Feel free to reach out to Alison Lin <alin (at) magmail(dot) com> with questions or suggestions for improvement.

Emergent Learning Tables are one way to determine the focus of your experiment.



HMW Question:

Past (Insights) What we've learned from what's already happened?	Future (Hypotheses) What we think will make us successful in the future.
Past (Groundtruths) Key events looking back from which we can point to	Future (Opportunities) <u>Upcoming opportunities to</u> <u>test our hypotheses</u>

What is your idea?	
Capture your thoughts and feelings that led to you coming up with your idea. Cluster them, and give each cluster a creative name.	
Capture insights about your ideas, thoughts, and feelings. Specifically:	
 Find the things that aren't obvious Explain patterns in your data Hypothesize about why the current conversation is dominant Make sense of contradiction 	

Based on these insights, come up with a new, more specific "How might we" question (HMW). You will use this question to brainstorm ideas for experiments.	How might we
Brainstorm ideas based on your new HMW question above. Don't edit yourself. Go for quantity over quality.	
When you're ready, select one of your ideas to test by bolding it. Where is the most energy? Search for the sweet spot between ambition and achievability, effort and impact.	
Articulate the hypothesis that you are testing, including the desired outcome, stated as an if / then statement.	If:
	Then:

You're ready to get into the design, then begin your experiment! Make a copy of the Experiment Design + Log Template, and fill it out.