

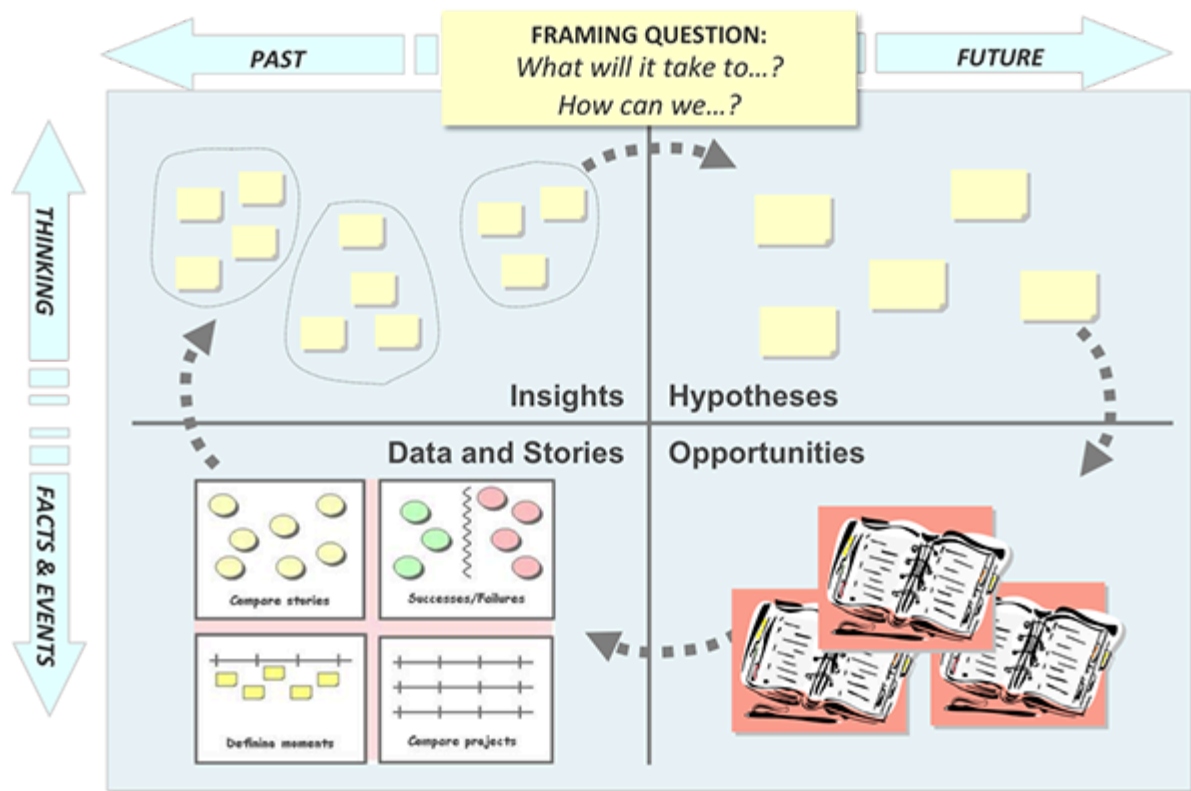
# Discovery Worksheet

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 [Experiment Design + Log template](#) 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:

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

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| What is your idea?                                                                                                                                                                                                                                                                                                                   |  |
| Capture your <b>thoughts and feelings</b> that led to you coming up with your idea. Cluster them, and give each cluster a creative name.                                                                                                                                                                                             |  |
| <p>Capture <b>insights</b> about your ideas, thoughts, and feelings. Specifically:</p> <ul style="list-style-type: none"> <li>• Find the things that aren't obvious</li> <li>• Explain patterns in your data</li> <li>• Hypothesize about why the current conversation is dominant</li> <li>• Make sense of contradiction</li> </ul> |  |

