

Experiment Title, Owner:

*Replace with your title, Owner name*

What hypotheses do we want to prove / disprove:

For each hypothesis, what is our pass/fail metric?

Who do we need to run this experiment on? and how many?

How are we going to get them?

How do we run the experiment?

How long does the experiment run for?

Are there other qualitative learnings that we want to make sure we gather in this experiment?