

Test Card

Test Name	Deadline
Assigned to	Duration

STEP 1: HYPOTHESIS

We believe that

Critical:



STEP 2: TEST

To verify that, we will

Test Cost:



Data Reliability:



STEP 3: METRIC

And measure

Time Required:



STEP 4: CRITERIA

We are right if

Learning Card

Insight Name	Date of Learning
Person Responsible	

STEP 1: HYPOTHESIS

We believed that

STEP 2: OBSERVATION

We observed

Data Reliability:



STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

Action Required:



STEP 4: DECISIONS AND ACTIONS

Therefore, we will