

Growth Experiment Canvas

Experiment: _____ ID: _____ Owner: _____ Date / iteration: _____

1. GAP
Which GAP are we trying to reduce?

2. OMTM
Which metric should move through this experiment?

3. Line in the Sand
What result would sufficiently support the hypothesis?

BEFORE • OUTLINE | Complete before the experiment

4. Hypothesis
If we _____ for _____,
then we expect _____
because _____.

5. Theoretical Basis
Which theory, principle or mechanism explains why this could work?

6. Evidence / Sources
What supports this expectation?
Research / benchmark / customer data / previous experiment / best practice

7. The Experiment
What exactly are we going to do?

Intervention: _____
Control / comparison: _____
Duration / sample: _____
Resources / people / tooling: _____

Target / scope: _____
Context / constants: _____
Measurement: _____

8. What Can We Learn?
Which outcomes are possible, and what would they mean for our hypothesis? Which alternative explanations should we watch for?

AFTER • STUDY | Complete only after the experiment

9. Result

OMTM before: _____
OMTM after: _____
Line in the Sand: ☐ reached ☐ not reached

10. Interpretation, Why?
What explains the outcome? What hard and soft data support that explanation?

11. Ultimate Growth Learning
What do we know now that we did not know before this experiment?

12. Next Iteration

What does this learning mean for what we do next?
☐ develop further ☐ new hypothesis ☐ stop
☐ return to GAP ☐ investigate further ☐ other: _____

Next question / hypothesis:

