



The main goal of this sheet is to provide a structured, simple tool for defining, building, and testing a product, service, or business model quickly and iteratively. It helps a team determine if their proposed solution genuinely satisfies user needs in a meaningful way.

DIY: A/B TESTING



Project/Problem Area:

Date and Time:

LEARNING OBJECTIVES

Defines what you are trying to learn.

CUSTOMER SEGMENTS

Defines who you are testing with.

HOW SHOULD IT BE TESTED

Defines how the experiment/prototype looks.

TEST RESULTS

Documentation of test results.

FINDINGS

Determines which variant suits best.