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FREE WORKSHEET · BOTH

Product Decision & Experiment Canvas

Frame a problem and choose a test.

01 State the decision

What decision must be made, by whom, and by when?

YOUR NOTES

02 Describe the problem

Name the audience, situation and difficulty. Separate observations from assumptions.

YOUR NOTES

03 Write a testable assumption

We believe [change] helps [audience] achieve [outcome]. What evidence would contradict this?

YOUR NOTES

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CONTINUE YOUR WORKSHEET

04 Design the smallest test

Choose a prototype or conversation, participants, task, observation method and limitations.

YOUR NOTES

05 Set a decision rule

Before testing, define proceed, revise and stop signals. Record results and the next owner.

YOUR NOTES

Worked example

Illustrative example: a founder tests whether first-time users understand an onboarding task using a paper prototype. Observed confusion informs the next iteration; this is not proof of market demand.

Your next practical step

Discuss Product Design with Elevate Thrive Consulting.

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TRY · REVIEW · IMPROVE

Come back with what happened.

Your first 15 minutes

Pick a user decision, write what you believe will help, and define evidence that would make you continue, revise or stop.

01 Set a seven-day review date

Next review date: _____

YOUR NOTES

02 What worked? What failed?

Record the evidence, errors and uncertainty. A decision to stop is useful too.

YOUR NOTES

03 What will you change?

Choose Continue, Revise, Stop or Gather more evidence. Name your next action.

YOUR NOTES

Review your experiment online

Open Free Resources → Review my experiment.

www.raghvendrasingh.com