

Worksheets

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Worksheet 1 – Decision card

Use with chapter 1, *Evidence before action*. One card per decision. Fill it before you change anything. Works on paper; no account needed.

App: _____ **Platform:** ☐ iOS ☐ Android ☐ both **Market (country · language):** _____

Date: _____

Goal this period: ☐ downloads ☐ paying users ☐ positioning ☐ other: _____

1. Observation (facts only – no "because")

Metric (exact name)	Value	Compared with	Period	Source (console / tool)	Definition checked?
					☐ yes
					☐ yes

Normal range of this metric over the last 8–12 comparable periods: from _____ to _____ → Is the new value outside it? ☐ yes ☐ no ☐ don't know

2. Hypotheses (at least three, one of them boring)

#	Possible explanation	Data that would weaken it	Checked? Result
1			
2			
3 (boring: noise / season / holiday / definition change)			

3. Evidence strength

- Independent kinds of evidence pointing the same way: ☐ none ☐ one ☐ two or more
- Any evidence pointing the other way? _____
- Known confounders in the period (release, price, featuring, ads, holiday, definition change):

4. Decision

- ☐ **Act** — the change: _____
- ☐ **Test** — the comparison (tool, audience, share): _____
- ☐ **Check** — the one missing piece of evidence and where to get it: _____
- ☐ **Wait** — nothing changes now.

Cost of being wrong: ☐ low, easy to reverse ☐ medium ☐ high, hard to reverse

5. Re-check and trigger

Re-check on: _____ I will act if: _____

I will drop this if: _____

6. Where this goes next

- ☐ Test brief (worksheet 4) ☐ Measurement card (worksheet 8) ☐ Decision journal (worksheet 11)

Reminder: "Wait" and "check" are complete decisions. Write the trigger so future-you knows what would change your mind.

Worksheet 2 – Missing-data map

Use with chapter 2, *Where growth breaks*. One sheet per app and market. Copy definitions from the platform's help pages, not from memory.

App: _____ **Platform:** ☐ iOS ☐ Android **Market:** _____ **Periods compared:** A = _____ B = _____ (same length, same weekdays if possible)

1. The five steps

Step	Metric you use	Source	Definition (short)	Period A	Period B	Rate from previous step A → B
Seen	e.g. impressions (App Store) / store listing visitors (Play)					—
Downloaded	e.g. first-time downloads, total downloads / install clicks					
Activated	your key action (first entry, first plan...)					
Paying	purchases, trials started, paying users					
Staying	renewals, day-7 return, repeat purchase					

First step whose rate changed: _____ ☐ none changed (look upstream: season, market, noise)

2. Definition-change check

- Did any console rename or redefine a metric in these periods? ☐ no ☐ yes: _____ (Example: Google Play replaced its store listing "conversion rate" with click-through rate in mid-2026; the older store listing acquisitions remain in Statistics and exports — use them for a continuous series.)
- Did your own analytics events change (renamed, new SDK, new app version)? ☐ no ☐ yes: _____

3. Blind spots

Step	What is missing	How to get it	Effort (est.)	Can the current decision wait for it?
				☐ yes ☐ no — decide with what I have and record the gap
				☐ yes ☐ no
				☐ yes ☐ no

4. Composition check

Did the mix of people change between A and B?

- First-time vs returning (redownloads): _____
- Country mix: _____

- Traffic source mix: _____

5. Next

- ☐ The changed step goes to chapter ___ ☐ First, close blind spot: _____ ☐ Wait; re-check on _____

Worksheet 3 – Discoverability source checklist

Use with chapter 3, *Discoverability*. One sheet per app and market, last 28 days.

App: _____ **Platform:** ☐ iOS ☐ Android **Market · language:** _____ **Period:** _____

1. Where visitors come from

App Store Connect → Acquisition → Sources (App Store search includes views and downloads from ads in search results)

Source type	Impressions	Share	Downloads	Conversion
App Store search				
App Store browse				
Web referrer				
App referrer				
Other				

Play Console → Store performance (Google Play *search* = searches for your app's name or brand; category searches such as "racing game" count under *explore*)

Traffic source	Store listing visitors	Share	Install clicks	Click-through rate
Google Play search (brand)				
Google Play explore (browse + category search)				
Ads and referrals				

Generic search/explore share: _____ % → ☐ keyword work is a strong candidate ☐ probably not my first lever (check listing and distribution first)

2. What each source can and cannot tell you

Source	Can tell you	Cannot tell you
Store console source split	Where visitors come from; conversion by source	How many people searched a term
Play search-term dimension	Terms that brought <i>your</i> visitors	Terms that did not bring you anyone
Your rank in a keyword tool	Where you appear for a term	Demand or traffic
Third-party popularity scores	Rough comparison between terms	Real search counts
Your search-ads data (if any)	Terms that got impressions/taps for your ads	Organic behavior

3. Top terms: demand × visibility × conversion

Term	Demand (source; mark "estimate")	My rank (market, date)	Visitors or conversion from it	Keep / test / drop

4. Rules check

- ☐ No competitor names, trademarks or irrelevant terms in keywords or text
- ☐ No ranking claims ("#1", "best of") in Play listing text or images
- ☐ No repeated keywords in name or description
- ☐ Every term describes something the app really does

5. One change

- ☐ Keyword swap ☐ Subtitle / short description test ☐ Custom product page / custom store listing for one audience ☐ No change — reason: _____

Test brief started? ☐ yes (worksheet 4)

Worksheet 4 – Test brief

Use with chapter 4, *Listing and conversion* (also for paywall and pricing tests from chapter 5). Write it before the test starts. Do not edit the verdict rules after you have seen results.

App: _____ **Platform:** ☐ iOS ☐ Android **Market:** _____ **Owner:** _____ **Start date:** _____

1. Message hypothesis

- **Who** (which visitors, from which source): _____
- **What they want to know:** _____
- **What the page tells them now:** _____
- **What we will show instead:** _____
- **Is every claim true of the current version?** ☐ yes ☐ no → stop

2. Test setup

- Tool: ☐ App Store product page optimization ☐ Play store listing experiment ☐ custom product page ☐ custom store listing ☐ other: _____
- Number of treatments/variants: ____ (fewer is better when traffic is small)
- Assets changed: ☐ icon ☐ screenshots ☐ preview/video ☐ feature graphic ☐ description text — ☐ tested as a bundle
- Share of traffic in the test: ____ % → each variant gets ____ %
- Needs App Review / new binary (e.g. alternate icons)? ☐ yes ☐ no

3. Can this test say anything? (planning estimate)

Assumptions: independent visitors; stable traffic and rate during the test; ~80% chance to detect a real difference of size d ; 5% false-alarm rate; one variant vs original. This is a rough normal approximation for equal, independent arms; use an exact or store estimator for low rates, small counts, unequal allocation, repeated users or devices, or clustered traffic. Not the test's own statistics.

- Current rate p = _____ Difference to detect d = _____
- Visitors per arm $\approx 16 \times p \times (1 - p) \div d^2$ = _____
- Visitors per arm per week: _____ → weeks needed $\approx$ _____
- Tool time limit (App Store PPO: 90 days; Play experiments: 6 months): _____
- ☐ Fits ☐ Doesn't fit → make the difference bigger, send more traffic, use the largest market, or record as a judgment call

4. Metric and stop rule

- Primary metric (exact definition): _____

- Guardrail metric (must not get worse, e.g. trials per download): _____
- **Minimum run** (planned sample per arm, rounded up to full weeks): _____ weeks — no decision before this, whatever the tool shows
- **Maximum run** (tool limit or my own, whichever is shorter): _____
- After the minimum run, stop when: ☐ the tool reports a result at the confidence I set (App Store: Apple suggests at least 90%) ☐ the maximum run is reached → record the estimate and interval or precision information available; do not infer a small effect from a nonsignificant result, and mark inconclusive unless the planned precision excludes a meaningful effect
- Frozen during the test: other listing changes in this market ☐, price ☐, releases touching onboarding ☐

5. Pre-committed actions

Outcome	What we will do
Treatment better	
Treatment worse	
Inconclusive / draw / "more data needed"	
Guardrail got worse	

6. After the test

Result: _____ Recorded in decision journal on _____ ☐

Worksheet 5 – Monetization diagnostic tree

Use with chapter 5, *Monetization*. Walk the steps in order and stop at the first branch that explains the change. Every branch is based on data you have; nothing here asks you to judge a paywall from a store page.

App: _____ **Platform:** ☐ iOS ☐ Android **Market:** _____ **Period compared:** _____ vs _____

The change you are explaining: new paying users / revenue went from _____ to _____

Step 0 – Is it outside the normal range?

Normal range (8–12 comparable periods): _____ to _____. Count-size check (only if $N > \sim 20$; assumes independent events and a stable rate; not a significance test): one period vs its long-run average $\pm 2\sqrt{N} \approx$ _____; two periods vs each other $\pm 2.8\sqrt{N} \approx$ _____.

- Inside the range → **Branch W: wait.** Re-check on _____.
- Outside → Step 1.

Step 1 – Did payment break?

Data: purchase-failed events, error logs, reviews mentioning payment, recent releases touching purchases.

- Errors up around a release → **Branch T: technical.** Go to worksheet 6.
- No change / no data → note "payment errors: _____" and go to Step 2.

Step 2 – Did acquisition change?

Data: first-time downloads/installs from the store console.

- New users fell about as much as paying users → **Branch A: acquisition.** Go to chapters 2–4.
- New users stable → Step 3.

Step 3 – Did the mix of new users change?

Data: first-time vs returning (redownloads), country mix, traffic source mix.

- Mix changed (e.g. many returning users who are not eligible for an introductory offer) → **Branch C: composition.** Explain the drop by the mix; consider a separate offer test for that group.
- Mix stable → Step 4.

Step 4 – Did activation change?

Data: your own event for the key action (first entry, first plan...).

- Share of new users reaching the key action fell → **Branch V: activation.** Look at onboarding and the last release.
- No event logged → **Branch ?: can't tell yet.** Add the event: _____. Stop here.

- Stable → Step 5.

Step 5 – Did paywall exposure or response change?

Data: "paywall shown" per activated user; "purchase/trial started" per paywall view.

- Fewer users see the offer → **Branch E: exposure** (placement, onboarding, a flag or config change).
- Same exposure, fewer start → **Branch P: persuasion**. Only now write a paywall/pricing test brief (worksheet 4).
- No "paywall shown" event → **Branch ?: can't tell yet**. Add it before any redesign.

Step 6 – Did trial-to-paid or renewal change?

Data: store subscription/cohort views, your purchase events.

- Trial-to-paid or renewals fell → **Branch R: retention/renewal**. Check billing issues, offer changes, and the value users reach during the trial.

Result

Branch reached: ☐ W ☐ T ☐ A ☐ C ☐ V ☐ E ☐ P ☐ R ☐ ? **Next action:** _____ **Re-check:**

Platform comparison note (hint only, not a control group): _____

Worksheet 6 – Release regression triage

Use with chapter 6, *Technical regressions*. Put release, error and business evidence on one timeline and decide whether to halt, fix first, or proceed.

App: _____ **Platform:** ☐ iOS ☐ Android **Release under review:** version _____ released _____

1. Release facts

- What changed (features, SDKs/dependencies, server, remote config): _____
- Rollout: ☐ App Store phased release (day ___) ☐ Play staged rollout at ___ % ☐ full release
- Other changes in the same window (price, listing, campaign): _____

2. Timeline by version

Day	Rollout %	Error metric (crash / ANR / failed purchase / failed sign-in) — new version	Same metric — previous version	Business metric (trials, purchases, day-1 return) — new	Business metric — previous
0					
1					
2					
3					

3. Segment match

- Where are the errors concentrated? OS version _____ device/model _____ country _____
- Does the business metric move in the same segment? ☐ yes ☐ no ☐ can't split
- Reviews describing the symptom since release: _____ (qualitative — supports an investigation, not a conclusion)
- Platform thresholds (Google Play Android vitals bad-behavior lines, overall/per phone model): crash 1.09% / 8%, ANR 0.47% / 8% — over? ☐ no ☐ yes. *These are enforcement lines, not targets.*

4. Assessment

- ☐ **Not a regression** — errors unchanged or not concentrated in the new version.
- ☐ **Plausible** — errors changed at release, concentrated in the new version, business metric moved in the same segment.
- ☐ **Likely** — plus: halting/rolling back or fixing reversed the business change in that segment.

5. Decision

- ☐ **Halt / pause rollout** (Play: halt staged rollout; App Store: pause phased release — max 30 days total)

- ☐ **Fix first** — fix release plan: version _____, rollout ____ %, day-2 check by version. On Play, if the broken release was halted mid-rollout, start the fix at no less than the halted percentage: a new release started before the previous rollout completed goes to the same group of users.
- ☐ **Investigate** — next check: _____
- ☐ **Proceed** — reason: _____

Growth tests to postpone until two weeks after a stable release: _____

6. Fix priority check

Question	Answer
Share of active users affected (estimate, source)	
Harm now (data loss, cannot pay, cannot open)	
Does it corrupt a running test or measurement?	
Could it affect store visibility (Play thresholds)?	
Effort to fix (estimate)	

→ If harm is real and the regression is at least plausible, the fix goes first in the two-hours sheet (worksheet 10).

Worksheet 7 – Review-theme sheet

Use with chapter 7, *Reviews and positioning*. Define the sample before you read. A theme count is a share of the reviews you read — never a share of users.

App: _____ **Platform:** ☐ iOS ☐ Android

1. Sample definition

- Countries: _____ Languages: _____
- Date range: _____ to _____ App versions covered: _____
- Star ratings included: ☐ all ☐ only _____
- Number of reviews read: _____ Selection: ☐ most recent ☐ other: _____
- Anything that shaped this sample (new rating prompt, rating reset, featuring, a release): _____

2. Tagging grid (up to two tags per review)

Tag types: **P** problem · **W** wish · **R** reason for choosing · **C** comparison with another app

#	Stars	Version	Tag 1	Tag 2	User's own words (short)
1					
2					
3					
...					

3. Theme counts (write each with its sample)

Theme	Type	Count	Written as
			"__ of __ reviews read (countries, dates)"

Technical themes (crash, sync, login, payment) → move to worksheet 6: _____

4. Users' own words for why they chose the app

1. _____
2. _____
3. _____

5. Competitor claims

Competitor: _____ Listing checked on: _____

Their claim	Provable for us?	Relevant to our users (per section 4)?
	☐ yes ☐ no	☐ yes ☐ no
	☐ yes ☐ no	☐ yes ☐ no
	☐ yes ☐ no	☐ yes ☐ no

Gap — something our users value that neither page says clearly: _____

6. Positioning decision

- Message we will test: _____ (true of current version ☐)
- Where: ☐ custom product page / custom store listing ☐ store test ☐ community post ☐ no change yet
- Would change our mind: _____

7. Rules reminder

- ☐ No incentives for ratings or reviews ☐ No opinion questions before the rating prompt ☐ Replies short, specific, no marketing ☐ No unattributed testimonials in the description

Worksheet 8 – Measurement card

Use with chapter 8, *Measuring an intervention*. Fill sections 1–5 **before** the change ships. Fill section 6 when the window closes.

App: _____ Change: _____ Ships on: _____

1. Baseline

Metric (exact definition and source): _____ Last 8–12 comparable periods: _____
 _____ → normal range _____ to _____

2. Exposure

Who experiences the change: _____ Can I measure the exposed group separately? ☐ yes, how: _____ ☐ no (the total will dilute the effect)

3. Window

From _____ to _____. I will not judge before _____.

4. Confounders in the window

- ☐ holiday/season ☐ release ☐ price change ☐ featuring ☐ ads ☐ community/press post ☐ competitor launch ☐ store outage ☐ metric definition change ☐ other: _____ Comparison group (if no split test): _____ — remember: the other platform is a hint, not a control group.

5. Verdict rules (write now, don't edit later)

Verdict	Rule
Worked	
Did not work	
Harmful	
Inconclusive	

Small-sample check

Counts: assumes independent events, a stable underlying rate and N above ~20. A sanity check, not a significance test.

- One period vs its long-run average N: $\pm 2\sqrt{N}$. N = _____ → $\pm$ _____
- Two periods vs each other: $\pm 2.8\sqrt{N}$. N = _____ → $\pm$ _____
- Better still: the 8–12-period normal range in section 1.

Rates: use the test brief's planning estimate or the store's own test result (its confidence level and minimum detectable effect, under its own assumptions).

6. Result (when the window closes)

- Observed: _____
- **The metric changed?** ☐ yes ☐ no ☐ within normal range
- **The goal was reached?** ☐ yes ☐ partly ☐ no
- **Our action caused it?** ☐ strong evidence (split test) ☐ weak (before/after with confounders) ☐ not established
- **Verdict:** ☐ worked ☐ did not work ☐ harmful ☐ inconclusive
- Copied to the decision journal on _____ ☐

Worksheet 9 – Channel experiment card

Use with chapter 9, *Distribution experiments*. One card per channel; one row per post. Post by hand. No automation, no DMs, no vote requests.

App: _____ **Goal:** ☐ downloads ☐ paying users ☐ positioning

1. Community

- Platform: ☐ Reddit ☐ forum ☐ X ☐ Facebook group ☐ Discord/Slack ☐ other: _____
- Community name and link: _____
- Its own rules on self-promotion (copy the relevant line): _____
- Links allowed? ☐ yes ☐ only in a promotion thread/day: _____ ☐ no → participate without a link, ask a moderator, or choose another community
- Platform-wide rules read? ☐ yes (date: _____)

2. Useful work

- What a reader gets even if they never install the app: _____
- Format: ☐ how-to ☐ teardown of our own data/decision ☐ free resource ☐ build log
- Disclosure line (in the post, not in a comment): " _____ "

3. Measurement path

- ☐ App Store custom product page URL: _____ ☐ Play custom store listing URL: _____ ☐ link with UTM tags (`utm_source` , `utm_campaign`) that Play can report for referral traffic: _____ ☐ landing page with click count

4. Continue/stop rule (numbers chosen for this app – not a benchmark)

- Continue if within ____ days: ____ install clicks (Play) or downloads (App Store custom page) from this path **and** the post stays up **and** _____
- Stop if: _____
- Number of comparable posts before judging the channel: ____ (at least 2–3)

5. Posts

#	Date	Post title / topic	Status (up / removed + reason)	Visitors	Installs	Trials/purchases	Public replies given
1							
2							
3							

6. Verdict

- ☐ Continue ☐ Change the useful-work format ☐ Try a comparable community ☐ Stop this channel Reason:
_____ Journal entry written ☐

Worksheet 10 – Two-hours portfolio sheet

Use with chapter 10, *A portfolio and two hours*. Works for one app or many. No ROI column unless you have a sourced estimate.

Date: _____ **Time available:** 120 min → plan about 100, keep about 20 as buffer

1. Candidates

#	App	Work	Goal fit (current goal?)	Evidence (none / one kind / two+)	Effort (est.)	Reversible?	Cost of waiting a week
1							
2							
3							
4							
5							
6							

2. Ordering rules (apply in order)

1. Stop active harm (regression, policy problem, broken purchase).
2. Cheapest decisive check (30 minutes that settles which bigger job is right).
3. A well-prepared test of the best-supported idea for the current goal.
4. Maintenance that protects other work.
5. Buffer.

Opportunity cost of my first choice (what won't happen): _____

3. Plan

Order	#	Planned minutes	Actual minutes	Result
1				
2				
3				
Buffer	—	20		

4. Watch list (apps or items with no work today)

App / item	Why it can wait	Re-check date	Trigger to act

5. Later list (no evidence or no current goal yet)

Item	Evidence that would promote it

After the session: one line per item in the decision journal ☐

Worksheet 11 – Decision journal

Use with chapter 11, *From action to learning*. One entry per decision. Keep it short. Copy this page as often as you need.

Entry

ID: _____ App: _____ Date decided: _____ Linked cards: decision card ☐ test brief ☐
measurement card ☐

A. Decision (before acting)

- Chose: _____
- Evidence: _____
- Rejected alternatives and why: _____
- **Prior belief:** _____ Confidence: ☐ low ☐ moderate ☐ high
- **Expected result:** _____

B. Execution (what actually happened)

- Started: _____ Finished: _____
- Differences from the plan: _____
- Other changes in the same period: _____

C. Outcome (when the measurement window closes)

- The metric changed? ☐ yes ☐ no ☐ within normal range — detail: _____
- The goal was reached? ☐ yes ☐ partly ☐ no
- Our action caused it? ☐ strong evidence ☐ weak ☐ not established
- Verdict: ☐ worked ☐ did not work ☐ harmful ☐ inconclusive
- Decision taken on the outcome: _____

D. Learning

- **Updated belief:** _____
- Confidence now: ☐ low ☐ moderate ☐ high (moved from _____ because _____)
- **Would revise if:** _____
- Next use of this learning: _____

Monthly review (30 minutes)

Month: _____ Entries reviewed: _____

Question	Notes
Which beliefs changed this month?	
Which should change what I do by default?	
Right for the wrong reasons / wrong for good reasons?	
Open questions that keep coming back (candidates for a proper test)	
Null or negative results worth remembering	

Worksheet 12 – Your next two hours

Use with chapter 12. The complete routine for one app, one market and one goal, in about two hours. It works on paper, offline, without an account and without Indevaro. Everything you need is on these pages; the chapter numbers point to the explanation if you want it.

Before you start: open your store console (App Store Connect and/or Play Console), any analytics or subscription tool you use, and your last journal entry. Set a timer.

Step 0 – Scope (5 min)

- App: _____
- Platform: ☐ iOS ☐ Android (pick one for this session)
- Market (country · language): _____
- Goal: ☐ more downloads ☐ more paying users ☐ clearer positioning
- Time budget: 120 min (or _____)
- Last session's re-check date and trigger (from the journal): _____ → triggered? ☐ yes ☐ no

Step 1 – Observation (10 min) · chapters 1–2

Write the number that worries you — or the number your goal depends on — as a fact:

Metric (exact name)	Value	Compared with	Period	Source	Definition, in one line

Did the definition or reporting of this metric change during the period? ☐ no ☐ yes → note it and treat the comparison with care.

Step 2 – Funnel for two comparable periods (15 min) · chapter 2

Step	Metric	Period A	Period B	Rate from previous step A → B	Blind spot?
Seen				—	☐
Downloaded					☐
Activated					☐
Paying					☐
Staying					☐

Normal range of the key count over the last 8–12 periods: _____ to _____

Small-count check (assumes independent events, a stable rate and N above ~20; a sanity check, not a significance test):

- One period vs its long-run average N: $\pm 2\sqrt{N} = \pm$ _____
- Two periods vs each other: $\pm 2.8\sqrt{N} = \pm$ _____

Step 3 – The step that changed (5 min)

- ☐ First changed rate is at step: _____
- ☐ Nothing is outside the normal range → likely **wait** (go to step 5, choose "wait")
- ☐ Can't tell — too many blind spots → likely **check** (go to step 5, choose "check")

Mix check — did the kind of people change (returning vs new, country, source)? _____

Step 4 – Hypotheses (10 min) · chapters 1, 3–7

#	Possible explanation	One check that would weaken it	Result of the check
1			
2			
3 (boring: noise / season / holiday / definition change)			

Anything technical (crashes, failed purchases, a recent release)? ☐ no ☐ yes → it goes first (chapter 6).

Step 5 – Decision (10 min) · chapters 1, 10

- ☐ **Act** ☐ **Test** ☐ **Check** ☐ **Wait**
- The single move, in one sentence: _____
- Evidence strength: ☐ one kind ☐ two or more independent kinds ☐ none (then it is a check or wait)
- Cost of being wrong: ☐ low / reversible ☐ high / hard to reverse
- Opportunity cost (what I'm not doing): _____

Stop and choose "wait" or "check" if: the change is inside the normal range · a known confounder overlaps · the move needs a claim that is not true of the current version · another change to the same step is still being measured.

Step 6 – Prepare the material (30 min) · chapters 3–7, 9

Tick one and fill it in.

☐ A. Listing copy draft

Store limits: App Store name and subtitle 30 characters each, keyword field 100, promotional text 170 · Google Play name 30, short description 80, full description 4,000.

What each tool can change: App Store custom product page — screenshots, promotional text, app previews (and its own keywords), not name or subtitle · App Store product page optimization — icon, screenshots, app previews · Google Play custom store listing — name, icon, descriptions, graphics · Google Play store listing experiment — icon, feature graphic, screenshots, descriptions.

Field	Current	Draft	Characters	Every claim true now?
				☐
				☐

☐ B. Screenshot brief

Position	Message (one line)	What the screen shows	Why the main visitor source cares
1			
2			
3			

☐ C. Positioning comparison

	Our app	Competitor: _____
Main claim 1		
Main claim 2		
Main claim 3		
Provable for us?		—
Users' own words (from reviews)		

Gap we will lead with: _____

☐ D. Investigation checklist

#	Data to pull	Where	Result that confirms	Result that rules out
1				
2				
3				

☐ E. Experiment card

- Hypothesis (who / what they want / what we show now / what we'll show): _____
- Tool and audience share: _____

yours. You do not need it to complete this sheet.