Delta Method test card

Name: _____   Date: _____   Version: _____

1: idea

- What idea are we going to test?
- What is our main goal?
- Who are our key stakeholders? For whom should the change add value?

2: hypothesis

- What are the assumptions that we want to test?
- State each assumption in the form of a hypothesis:
  "If we do/apply [change xyz], then [expected positive effect]."

3: test

- What kind of test do we perform? (MVP, A/B, Simulation, Pilot)
- What will the test look like? Who does what, when, where and how?
- What is our schedule? When and what do we measure? (see point 5)

4: risk

- Does the test involve risks?
- How can we mitigate these risks (e.g. a backup plan)
- Outcomes risk analysis and/or preportem?

5: measure

- How do we measure the effect? Which indicators do we use for this?
- How do we know we are right?
- When do we validate our hypothesis?

Outcomes?

- Validate or reject the hypothesis? Based on what evidence?
- What have we learned?

Decision:

No conclusion yet? Continue testing
No value/does not work? Pivot or stop
Valuable/it works? Implement change