



**LESSON CONTENT TEMPLATE**

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|  <p>Erasmus+</p> | <p>Project funded by: <b>Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</b></p> |
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## 1. Lesson Document

Topic 3: Test

Lesson 4

### Manage

Introduction

Experiment Ceremonies are very useful for collaboration. If your goal is to create a successful new business, you will need more than one experiment to find the right way. Because of that, you will need a series of experiments, and for that, you also need to be well organized. In this lesson, we will learn how to manage an experiment and what are the principles of experiment flow.

### Weekly Planning

You need to plan and schedule experiments for next week. You can easily change the plan, but the planning you do is still a valuable exercise. If you start the ritual of planning your work each week, or even better for each day this will for sure help you to continue your work and establish a sense of accomplishment. That can be 30–60 minutes, once a week, and before weekly planning (*Testing Business Ideas*, 2019).



### Daily Standups

You need to stay focused and motivated in your daily work, so what you need to do is to create daily goals. Many experiments require a lot of tasks to do. Daily goals will help you better manage your daily plans and responsibilities with good productivity and less stress.



### **Weekly Learning**

Learning is very important. So you can ask yourself what did you learn this week? You need to talk a lot to interpret the evidence and turn all pieces of evidence that you have into action. Remember that what you have learned from the experiments should inform your overall strategy.



### **Biweekly Retrospective**

Take a step back and talk about improving your work. When you stop thinking, you stop learning, when you stop learning you stop improving. That circle isn't what you want.



### **Deciding**

Inform stakeholders about what you are doing, how you are doing it, how you are turning, persevering, or realizing an idea.



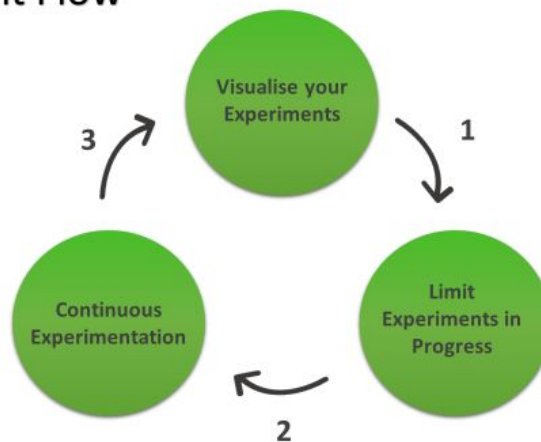
### Principles of Experiment Flow

Performing one experiment is great, but the goal is to reduce uncertainty in your business. That means running several experiments during that time (*Testing Business Ideas*, 2019).

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What you can do?



**Visualize Your Experiments** - What that mean? Write down your experiments. Write down the ones you think you'll run over the next few weeks. Then draw a simple board and enter the data related to the experiment.

**Limit Experiments in Progress** - Define workflow. This will prevent the team from starting some other experiment until the first one is complete.

**Continuous Experimentation** - This is the last principle and it says that you need to keep experimenting over time.

## Conclusion

Poor communication can ruin any rhythm of the experiment you are trying to create. Because of that, we will show you a sample of experiment guidelines. Here is an example of an experiment guideline (*Testing Business Ideas*, 2019).

1. Our customer segment is\_\_\_\_\_.
2. The total number of customers involved in our experiment is estimated at\_\_\_\_\_.
3. Our experiment will last from\_\_\_\_\_to\_\_\_\_\_.
4. The currency of the data we collect is\_\_\_\_\_.
5. The branding we will use for the experiment is\_\_\_\_\_.
6. The financial exposure of the experiment is\_\_\_\_\_.
7. We can exclude the experiment by using\_\_\_\_\_.

If your business and everything you plan to do is not properly organized there are a lot of things that can go wrong. For example, tasks can pile up, paperwork is wasted etc. And the experiment will not give the good and expected results. For this reason, it is important that you manage your experiments properly.