



LESSON CONTENT TEMPLATE

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

Topic 5: Mindset

Lesson 1

Avoid Experiment Pitfalls

Introduction

There are many things to consider when performing experiments. In this lesson, we will learn:

What things to avoid during the experiment?

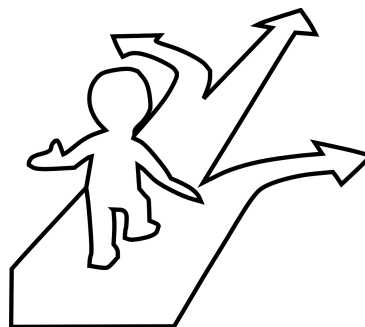
You need to pay attention to the:

1. **Time Trap** - To avoid time traps, you need to organize your time. Each week schedules time for testing, learning, and adapting to new situations. Set weekly goals and visualize your work.



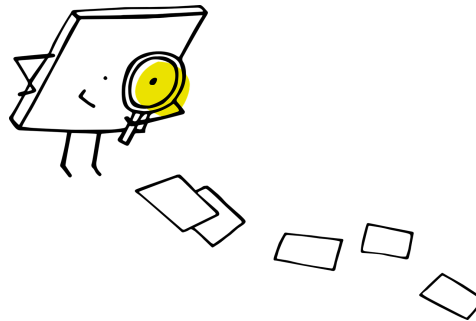
Resource: [Pixabay](#)

2. **Analysis Paralysis** - In order to avoid analysis paralysis, it is necessary to schedule your work on the analysis. Avoid discussions about opinion. The discussion needs to be based on evidence.



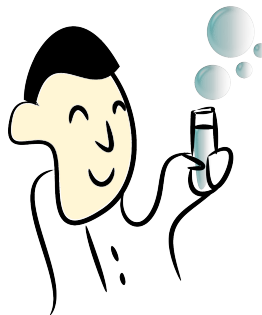
Resource: [Pixabay](#)

3. **Incomparable Data/Evidence** - Use a test card. Create a test subject, experiment context, and precise metrics.



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4. **Weak Data/Evidence** - Pay attention to everything that people say but don't believe in everything. Do call to action experiments to avoid weak evidence.
5. **Confirmation Bias** - Create competing hypotheses to challenge your own beliefs. Perform multiple experiments for each hypothesis.
6. **Too Few Experiments** - Do a couple of experiments to test your most important hypothesis. Make a difference between strong and weak evidence.



Resource: [Pixabay](#)

7. **Failure to Learn and Adapt** - Take the time to analyze the results and adjust the idea. Create rituals to track whether you are progressing from idea to business.
8. **Outsource Testing When you outsource** - It will be good for you to create a team of professional testers.

Conclusions

If you have these notes in mind while performing the experiment, you are less likely to make a mistake. That way, you will be closer to realizing your idea.