





## Module III. Business

Testing  
Business  
Ideas  
course

Topic 3. Test

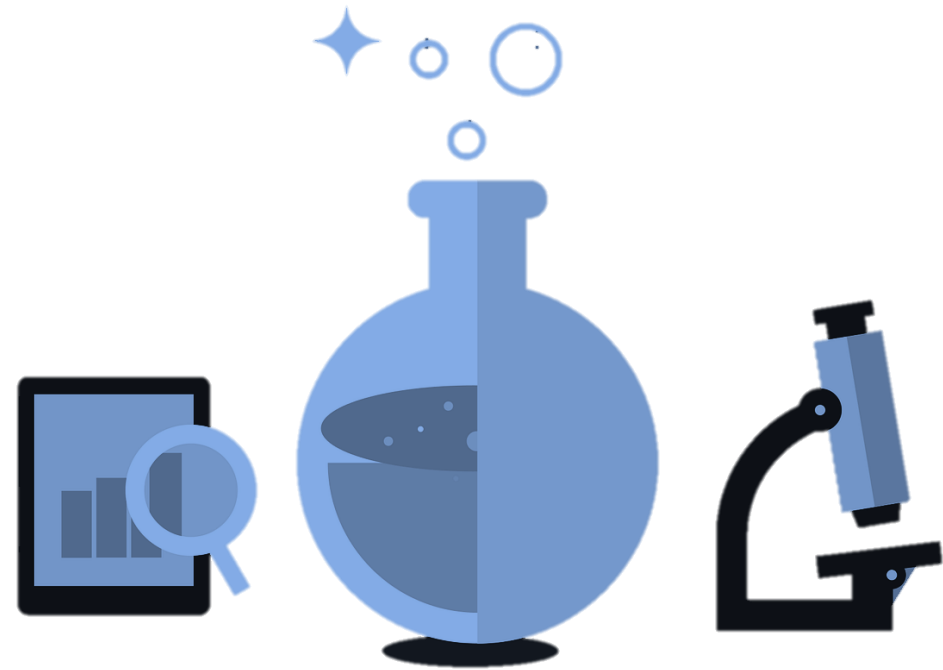
Lesson 2.Experiment



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## *Experiment...*

..is a procedure performed to **support, disprove, or confirm** a hypothesis.



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Once the topic is  
completed and approved,  
learners will be able to...



**Make the difference between weak and strong evidence.**



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*In this lesson, we will learn...*

*Why are experiments  
important?  
What are the components of  
experiments?*



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# What are the components of the experiment?

## Hypothesis

You need to test important hypotheses first.

## Experiment

Description of the experiment you will run to support or disprove your hypothesis

## Metric

Measure that you will use during the experiment.

## Criteria

The success criteria that you will use to validate your experiment metric.

## Test Card

<i>Test Name</i>	<i>Deadline</i>
<i>Assigned to</i>	<i>Duration</i>

**STEP 1: HYPOTHESIS**

We believe that

Critical:

**STEP 2: TEST**

To verify that, we will

Test Cost:    Data Reliability:

**STEP 3: METRIC**

And measure

Time Required:

**STEP 4: CRITERIA**

We are right if

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*Conclusions*



Create **multiple experiments** for hypothesis, because you can't get all the information that you need from just one experiment.



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