

# Experimentation Canvas

This template can be used to document Experimentations, PoCs, PoVs and Technology Evaluation activities. The template is dynamic and some parts of it can change based on the context and nature of the experiment.

## Experimentation Canvas {the name of the experiment}

The Context (A brief description of the background work)  
text

The Opportunity / Problem (A brief statement of the problem that leads to the need for running an experiment in the form of PoC or PoV or Tech evaluation)  
text

The Experiment (A brief description of what the experiment is about and if there is a 3rd party involved )  
text

The Hypotheses (What we believe that can tackle the problem or augment the opportunity)  
We believe ...

The Scope (What do we want to experiment? Clearly specify the scope of the experiment both from Product and Tech perspectives)

The Use Cases (Specify the use cases in scope for the experiment)

The Objectives (Specify the objectives from Product and Tech perspectives)

Product

Technology

Risks, Dependencies, Constraints (Specify any potential risks, constraints or dependencies and a mitigation plan)

Key Metrics to Capture (Specify the key metrics we want to capture to support the hypotheses)

Success Criteria and Outcome (Specify the use cases in scope for the experiment)

Technology Assessment Checklist (The criteria for assessing a new technology and its integration to the existing systems)

Accuracy

Security

Ease of Integration

Any other criteria

Key Resources (Resources, Skillsets and capabilities required to conduct the experiment)

Prerequisites and Sprint 0 (List all prior activities required to be done before the experiment can start, e.g. Data, Dev Environment etc)

Key Stakeholders (Sponsors, 3rd parties, business owner etc)

The Cost (A blink estimate cost of running the experiment - can be removed if it should not be disclosed)

Useful Sources (Links to any knowledge base or source relevant to experiment )

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