

One metric. One experiment.

ORIGINAL SAMPLE / WEEK 3: LOOP

The purpose of an experiment is to change a decision. Choose one behavior you can observe and a result that would make you act differently. Write the threshold before you begin.

A WORKING EXAMPLE

Decision: should independent studios use a guided first-project flow? Metric: first project completed within 48 hours. Experiment: offer a guided flow to the next ten eligible studios. Threshold: at least six finish without an additional support call.

A USEFUL NEGATIVE RESULT

If the threshold is missed, record where the work stopped. Do not widen the test to disguise the result. Write what you learned and choose the next smallest useful question.

THE SCORECARD FIELD

What evidence would change your mind? Name the metric, owner, deadline, and actual result. Keep the evidence. Change the decision.

PUBLICATION NOTE

This is an original illustrative sample produced for the website. It is not a verified excerpt from a supplied 240-page manuscript. Book images and page folios illustrate the intended edition.