

Form 06 — Concept comparison

Companion worksheet to *Design-Led Involvement for Business Growth* by Sylvian Bryan.

Project: _____ Date: _____ Use evidence and mark unknowns. Attach supporting records as needed.

Decision and disqualifying conditions

Option A: mechanism, benefit and weak assumption

Option B: mechanism, benefit and weak assumption

Option C: mechanism, benefit and weak assumption

Trade-off, selected test and decision owner

Tool 7 Experiment record

Use this before a prototype session or live test. Write the decision, the assumption, the relevant population or operating condition, the procedure, the observable result, the decision rule, the maximum exposure, and the stop condition.

Afterward, record what actually happened, changes to the procedure, unexpected effects, limitations, and the next decision. Preserve unsuccessful tests. They help explain why the team changed direction and prevent later repetition of the same weak assumption.

Notes / decisions / next steps

Companion resources: www.sylvianbryan.com/design-led/forms/