

Form 07 — Experiment record

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, assumption and tested population

Procedure and observable result

Decision rule, exposure limit and stop condition

Actual results, deviations and limitations

Continue, revise, pause or stop; owner and date

Tool 8 Measurement card

Use this to make metrics reproducible. Record the outcome, leading indicator, guardrail, numerator, denominator, inclusion rules, time window, source, baseline, owner, and decision date. Specify how missing and duplicate data will be handled.

Worked example: compatibility error rate equals orders with a confirmed compatibility issue divided by eligible orders in the defined period. A customer asking a question is not automatically an error. A single order with several related contacts should not be counted as several defective orders unless the metric explicitly measures contacts.

Notes / decisions / next steps

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