

Form 08 — Measurement card

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

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

Outcome, leading indicator and guardrail

Numerator, denominator and inclusion rules

Source, time window and treatment of missing data

Baseline, counts and conditions affecting comparison

Owner, review date and resulting decision

Tool 9 Unit economics worksheet

Use this to connect the offer to delivery cost. Record price received, variable labor, materials, transaction costs, variable logistics, expected service or return costs, and contribution before fixed overhead. State whether figures are observed, quoted, or assumed.

Then list fixed and recurring costs separately. Include the operating period and volume assumptions. Build an unfavorable case rather than relying on the average alone. Identify the variable that most affects the conclusion.

Notes / decisions / next steps

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