

A2 · Experiment Card

THE INNOVATION CODEX TOOLKIT

Turn a risky assumption into a single, testable hypothesis with a stop rule agreed in advance.

Hypothesis

We believe that [change] will [effect] by at least [amount] while [quality condition].

User and Context

Method

Design, control and variant, randomization unit, fallback path.

Primary Metric

Sample and Duration

Secondary Metrics

Stop Rule

The business stop rule and the ethical harm signal, set before the test runs.

Risks and Mitigations

Risk	Mitigation

Instrumentation and Data Sources

A2 · Experiment Card (continued)

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Decision Date

Decision Owner

Decision rule. If a result crosses the stop rule, stop the test rather than extend it to rescue the hypothesis. A test that cannot fail is not an experiment.