

AIUSA FRAMEWORK FOR TESTING

ASK	HYPOTHESIS	STRATEGIZE		OBSERVE		ADAPT
Learning Question	Description of Test “If...Then”	Expected Outcomes & Key Performance Indicators	Responsible Units (Expected MOCHAI)	Things we need to observe as we put these hypotheses into action	Data Sources	Decisions informed
<p><i>What’s the big question we are trying to answer here?</i></p> <p><i>As a tip: Strategic learning questions are best when they are framed as “how” or “what” instead of yes/no.</i></p>	<p><i>Brief description of how we plan to answer this question, best framed as an If...Then Statement.</i></p> <p><i>Use additional space for other notes about the test</i></p>	<p><i>What are metrics that will prove success/failure?</i></p> <p><i>This is a good place for expect to see/like to see/love to see and minimum KPIs can go there</i></p>	<p><i>Who is involved?</i></p>	<p><i>What data-driven questions will help us answer our learning question?</i></p> <p><i>What are the different aspects of this test that will influence success, failure, and learnings?</i></p>	<p><i>Where does the data live that confirms our KPIs?</i></p> <p><i>How is the success of this test tracked?</i></p>	<p><i>Did we answer the learning question?</i></p> <p><i>What learnings from this test are replicable in other areas of AIUSA?</i></p>