



NAME OF EXPERIMENT: _____

EXPERIMENT DETAILS

ROUND 1
(Pre-Feedback)

1. SUCCESS WILL BE MEASURED BY _____

2. _____ DEPARTMENT WILL OWN THE PROJECT AND MAINTAINENCE IN THE FUTURE.

3. WHERE WILL THIS BE EXECUTED? _____

4. WHAT IS THE DURATION OF THE THE EXPERIMENT? _____

ROUND 2
(Post-Feedback)

5. WHO IS THE TARGET CONSUMER? _____

6. WHERE WOULD THE EXPERIMENT TAKE PLACE? _____

7. HOW WILL IT BE IMPLEMENTED? _____

8. COST TO TEST? COST TO EXECUTE? _____

9. IS THIS A COST-SAVING INITIATIVE? YES NO

IF SO, EXPLAIN _____

10. ARE THE PS & BS INCORPORATED IN THIS EXPERIMENT? YES NO

IF SO, EXPLAIN _____

11. WHAT IS THE BENEFIT(S) TO THE CUSTOMER? _____

NOTES TO CONSIDER: _____

VOLUNTEER ORGANIZERS:
