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# Experiment workflows

Streamline growth with effective experiment workflows.

## DEFINITION

Experiment workflows are structured processes that guide startups in testing ideas and measuring outcomes. They help teams efficiently validate assumptions and drive growth through data-driven decisions.

## KEY CONCEPTS

### Hypothesis Formation

Start with a clear hypothesis that outlines what you expect to learn from the experiment.

### Experiment Design

Create a detailed plan that specifies how the experiment will be conducted, including variables and metrics.

### Data Collection

Gather data systematically during the experiment to ensure accurate and reliable results.

### Analysis and Insights

Analyze the collected data to draw insights and determine whether the hypothesis was validated or not.

### Iteration

Use the insights gained to refine your approach, iterate on the experiment, and test new hypotheses.

## EXAMPLES

- A/B testing different landing page designs to see which converts better.
- Running a survey to gather customer feedback on a new product feature.
- Testing various pricing strategies to determine the most effective price point.

## MEMORY TIPS

- ★ Remember 'HEDAI' for Hypothesis, Experiment, Data, Analysis, Iteration.
- ★ Visualize a cycle: Hypothesis → Experiment → Analyze → Iterate.
- ★ Think of experiments as mini-scientific studies in your startup.

## COMMON MISTAKES

- ✗ Skipping hypothesis formation and jumping straight to testing.
- ✗ Neglecting to collect sufficient data for meaningful analysis.
- ✗ Failing to iterate based on insights gained from the experiment.

## QUICK RECAP

Experiment workflows are essential for validating startup ideas through structured testing. By forming hypotheses, designing experiments, collecting data, and analyzing results, startups can make informed decisions and drive growth.