

PREMISE



2.

A thing we do not know yet but testing it will help us promote goal achievement.

EXPERIMENT



3.

Testing the premise in practise in a real world with real users. Act agile and on a small scale at first.

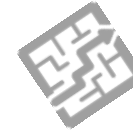
LEARNING



4.

Learn from the experiment. Analyse what works and what does not.

SCALING



5.

Grow the experiment. Scale good experiences.

GOAL



1.

What is wider context and a goal of the experiment?



Four vertical green lines are positioned below the text of each phase, serving as guides for writing notes or observations.