

Small digital business trial plan

Define one question, a bounded trial and the evidence for a review decision. Use fictional details for practice. The exercise does not guarantee sales or profitability.

Define the trial

Customer group and proposed offer

Uncertainty and trial question

Smallest useful activity or prototype

Included work and exclusions

Time and resource limit

Approval and information handling arrangements

Gather evidence and review

Observation and feedback method

Evidence to record and reference

Sample and trial limitations

Decision rule and review date

Result and reason for next step

Owner and next action

Original RDE practice aid. Personal and internal organisational adaptation permitted with Jefferson Otonbara Imgbi author credit retained. Keep restricted information in authorised systems. Use fictional examples. Do not enter passwords, recovery codes or restricted information in this document.