



# ALL ABOUT EXPERIMENTATION



## THE PROBLEM

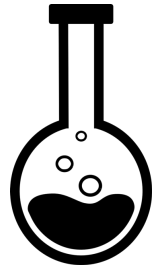


Operating in a state of overwhelm is not ideal. We all know a good solution is to break your project up into parts and focus on getting those done. That's good as far as it goes, but adding one more step really makes a difference.

## ADD A TEST AT THE END

Focusing on a smaller goal is fine, but...

- What if you're doing something for the first time?
- What if you're unsure if you can even accomplish the entire project?
- What if you need to prove to yourself that you can do this at all?



Time to design a test, Grasshopper.

## GOOD TESTS HAVE



- A short timeframe (20 minutes is optimal)
- A measurable result/s
- An objective eye to judge the result/s
- Constructive suggestions for the next test run



**SENSEI SAYS: IN ORDER TO GO FAST, YOU MUST FIRST GO SLOW.**

