

# Learning Plan

Pose a research question:

## FORMAT: How is the content delivered?

Distribution Channel	Format Description	Opportunity for User Reaction	Costs for Duration of Experiment
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## CONTENT: What assets are we using/modifying and how?

Asset	Current State	Work/Modifications Required	Costs for Additional Work
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## USERS: What groups of people will you target and why?

Group	Potential Benefits to Group	Rationale for Targeting Group	Estimated Size
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## STAKEHOLDERS: Who are the participants you will rely on and what do they gain?

Group	Potential Benefits to Group	What We Need from Group	Estimated Size
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## BUSINESS MODEL: Who pays for the effects? How and why?

Name	How Do They Pay?	Why Would they Pay?	How Much Will they Pay?
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## EXPERIMENT DEFINITION: Given the parameters, define 5 or fewer areas to test.

Experiment Codename	User	Stakeholder	Model
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## EFFECT: What will we measure?

Metric	Current Value/State	Hypothesis for Achieving Expected Value	Expected Value at End of Experiment
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