

THE PILOT TEST CARD

Programme name: _____

Governance body: _____

Owner: _____

Date completed: _____

1 HYPOTHESIS

The assumption we are testing is that

Name the specific belief this pilot checks, taken from your hypothesis map.

Be concrete enough that the test could actually prove it wrong.

Example: Enterprise buyers will pay a premium for same-day onboarding.

2 TEST

We will test it by running

because

Name the method, and the one-sentence reason it fits this specific hypothesis rather than a different one.

Example: A concierge pilot with 10 named accounts, delivered manually, because we need real payment behaviour, not stated interest.

3 METRIC

The number we are tracking is

One number. If you need more than one to feel confident, the hypothesis probably isn't specific enough yet.

Example: Renewal rate at day 30.

4 SUCCESS THRESHOLD

We proceed if the result is

We stop if the result is

Set both numbers now, before you have any data.

If you can't write the "stop" number honestly, you're not ready to run this yet.

Example: Proceed above 60% renewal. Stop below 40%.

5 DECISION GATE

This will be reviewed by

If we proceed, the next step is

If we stop, the programme closes, no re-scoping.

Name a person or body outside the team running the pilot.

The reviewer should not be the same person advocating for the project.

Example: Reviewed by the innovation board. Proceed: fund the concierge-to-structured-pilot transition.