

# Test Card

Test Name **Ethical Test**

Deadline **11/15/23**

Assigned to **Isabella Jordan**

Duration **2 days**

## STEP 1: HYPOTHESIS

We believe that

**people are more likely to buy an ethically produced phone over a name brand phone.**

Critical:



## STEP 2: TEST

To verify that, we will

**poll random users and collect data.**

Test Cost:



Data Reliability:



## STEP 3: METRIC

And measure

**how many people say they would buy a phone that is ethically produced over a big brand phone (like Apple, etc)**

Time Required:



## STEP 4: CRITERIA

We are right if

**more people say they would buy an ethically produced phone over a non-ethically produced phone.**

# Learning Card

*Insight Name*

*Date of Learning*

*Person Responsible*

## STEP 1: HYPOTHESIS

We believed that

## STEP 2: OBSERVATION

We observed

Data Reliability:



## STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

Action Required:



## STEP 4: DECISIONS AND ACTIONS

Therefore, we will