

Plan what to measure before you launch

Choose one question, one bounded launch and a small family of useful signals.

1

THE THING I STILL DO NOT KNOW IS

Write one uncertainty as a question.

2

THE LAUNCH I AM GOING TO RUN IS

Audience · offer · channel · dates.

Build a small family of measures

Define the measure, denominator, source and timeframe where relevant.

3

MY PRIMARY SIGNAL IS

The behaviour or outcome that best answers the question.

4

MY SUPPORTING PROCESS SIGNALS ARE

One or two steps that show whether the mechanism happened.

5

MY BALANCING / SAFETY SIGNAL IS

What burden, exclusion, risk or unintended effect must not be hidden?

Turn the result into a decision

Record evidence first. Interpret it second. Explain what remains unknown.

1

WHAT HAPPENED

Numbers, behaviours and exact non-identifying observations.

2

WHAT IT MAY MEAN

What does the evidence support—and what does it not show?

Choose what happens next

Make the decision that the evidence supports. Keep what remains uncertain visible.

3

WHAT AFFECTED THE RESULT

Audience, channel, timing, tracking, delivery or other changes.

4

MY NEXT DECISION

Continue · change · investigate · pause · stop. Then name the next question.
