**Name of the Action Item**

**Action Item Card # - XXXXXX**

**Job statement**

As a (segment/persona), when I (situation), I want to (motivation) so I can (desired outcome).

**Objective**

* XXX
* XXX

**Experiment design**

* XXX
* XXX

**Build**

Breakdown of what needs to happen to build this action item:

1. Task 1 - Who - (X hours)
2. Task 2 - Who - (X hours)
3. Task 3 - Who - (X hours)

**Possible obstacles**

* Quick summary of obstacle 1
	+ Quick summary of how you’re going to overcome this obstacle
* Quick summary of obstacle 2
	+ Quick summary of how you’re going to overcome this obstacle

**Results: Successful**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Prediction | Actual | Results | - |
| XXX |  |  |  |  |
| XXX |  |  |  |  |
| XXX |  |  |  |  |

**What we learned**

* XXX
* XXX

**Future actions and recommendations**

* XXX
* XXX