



A: WHAT?

What happened during testing? What was striking?

Observations:

What did we observe?

Opinions:

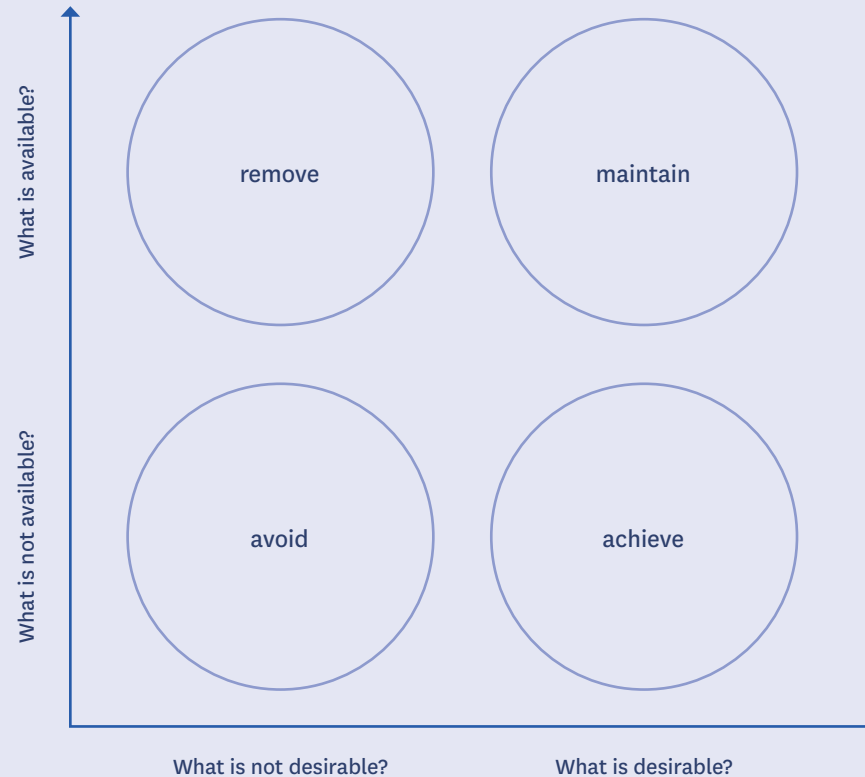
How do we assess this?

Evidence and facts:

How can we tell that the opinion is based on evidence?

B: SO WHAT?

What can we say based on the data in Field A? What conclusions can be drawn from the observations, opinions and facts?



C: NOW WHAT?

What do we need so as to be able to learn from the conclusions in Field B?

Confirmed assumptions:

Which assumptions have been confirmed?

Foundations for further development:

Which aspects should we definitely incorporate and pursue in greater depth?

New test hypotheses:

Which assumptions should be investigated in a new test situation?