

Family Fun Pass - Evidence Decision and Test Plan



NAME _____

DATE _____

PERIOD _____

Page 1 - Goal First, Then Evidence

Default: Complete FYF p. 229, then p. 228. This companion adds the individual decision, limitation, test, and career evidence; locked Canvas images support absence.

All Family Fun Pass data are fictional workbook evidence, not a real launch or a universal age-group claim.

SEE ONE

GOAL	RELEVANT MEASURE	WHAT IT CAN SHOW	WHAT IT CANNOT PROVE
increase clicks	past clicks	which past strategy produced more clicks	that the same strategy will always work or produce the most sales

SET THE DECISION

Primary goal: awareness / clicks / sales / trust / broad age reach

Three strategies compared in FYF:

Chosen strategy: _____

BUILD AN EVIDENCE STACK

EVIDENCE JOB	EXACT VALUE, QUOTE, OR PATTERN	WHAT IT SUPPORTS
Number 1		
Number 2		
Quote or pattern		

Page 2 - Conflict, Limitation, and Next Test

Word bank: goal/meta · clicks/clics · sales/ventas · evidence/evidencia · measure/medida

Use this frame: For the goal [goal], I recommend [strategy] because [number] shows [meaning] and [second evidence] adds [meaning].

WHEN EVIDENCE DISAGREES

One conflict between preference, performance, or quote evidence:

My decision rule: Which evidence wins for this goal, and why?

KEEP UNCERTAINTY VISIBLE

One limitation:

One small next test and the exact result to measure:

CAREER CONNECTION

Choose one: market research analyst · marketing specialist · media planner · advertising specialist

Career and work product:

How the worker would use the test result next: