From evidence to action

A reveal-ready research briefing

The Product Research Team

Open Methods Lab

August 29, 2026

The question

Decision to make

Which signal deserves a closer look before we commit resources?

- Start with a small, testable claim.

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Which signal deserves a closer look before we commit resources?

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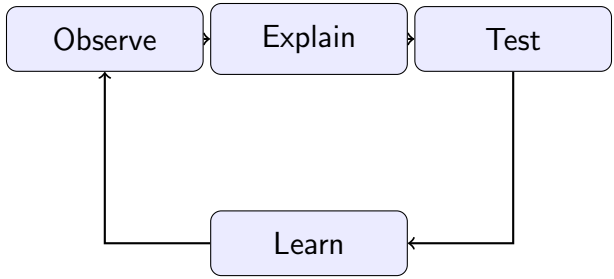
- Make the evidence visible to the whole team.
- End with a next action and an owner.

A simple evidence loop



A compact scorecard

Signal	Reach	Confidence	Priority
Repeated request	82	0.91	High
Isolated request	14	0.42	Explore
Unprompted mention	37	0.76	Medium

The ‘.rvl‘ file records the deck structure for the reveal.js conversion tool.

Next action

Commit to one experiment

Pick the highest-confidence signal, write down the falsifying result, and review it with the team after one week.