

HYPOTHESIS AND PRELIMINARY EXPERIMENTS

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Hypotheses tell you what to test

- You need to first surface sources of uncertainty
- You learned ways to do this in module 1

Your assumption list

- Qualitatively and quantitatively, generate a list of key assumptions (Module 3)
 - Use Discovery Driven Planning
- Look for 3-5 key assumptions

... to test we need to hypothesize



Develop Hypotheses*

*That test key assumptions and are falsifiable and testable

1. They must test at least one key assumption



2. They must be testable



3. They must be falsifiable

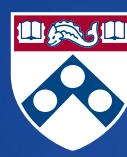
True

A good hypothesis

- You need to make sure you don't
 - Fool yourself
 - Decide the answer in advance
- NOT: "People will like our product."
- YES: "40% of customers who try our prototype will agree to pre-order the product for delivery in the next three months"

Conclusions

- You need to identify your assumptions
- Qualitative approach
- Quantitative approach – build a DDP
- Generate 3-5 key hypotheses
 - Falsifiable
 - Testable



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