

Designing & Running Experiments for Product Managers

⚠ A Minimum Viable Product (MVP) is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort

└ Done in a test env.
└ doesn't bias customer

⚠ MVPs are about idea validation & risk mitigation

└ time, money and opportunity cost

⚠ larger the organization → higher the cushion

more likely to work on a product different from the core product ← higher the tolerance for risk

⚠ ideas are usually based on observations & intuition

⚠ focus on riskiest assumptions first

⚠ Steps to run an MVP experiment

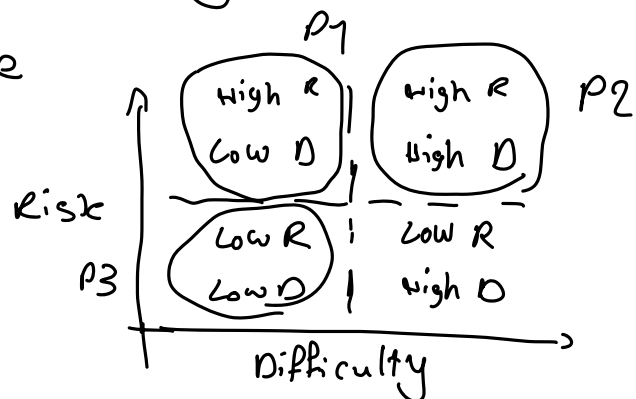
- ① → product / solution ideation
- ② → identify assumptions
- ③ → build hypotheses around them
- ④ → establish minimum criteria for success (M.C.S.)
- ⑤ → pick MVP strategy & type
- ⑥, ⑦ → execute, iterate, and evaluate

⚠ in order for my idea to be successful, the following must be true

↳ I assume that

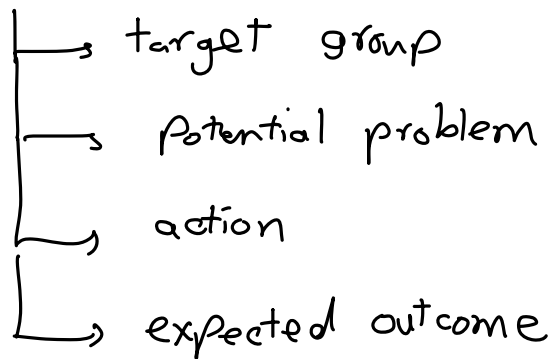
- my customer has x, y, z problem
- — matters to my customers
- — will pay for it
- the satisfactory substitutes

⚠ Risk / Difficulty square



⚠ A hypothesis is a single, written, testable statement of what you believe to be true with regards to the assumptions you've identified

⚠ hypothesis structure



simple we believe subject / target will predicted action
because reason.

Better if we action, we believe subject
will predicted action / outcome because reason

the PM way we believe subject has a Problem
because reason. if we action, this metric
metric will improve



Minimum Criterion for Success

Cost	Reward
X Developers time	✓ Increased revenue
X your time	✓ Time spent on page
X other co-worker's time	✓ # of shares
X labor wages	✓ Increased satisfaction
X Advertising costs	✓ # of Likes
X Brand effect	✓ conversion rate
X Legacy issues	✓ open rate
X opportunity costs	✓ Customer LTV