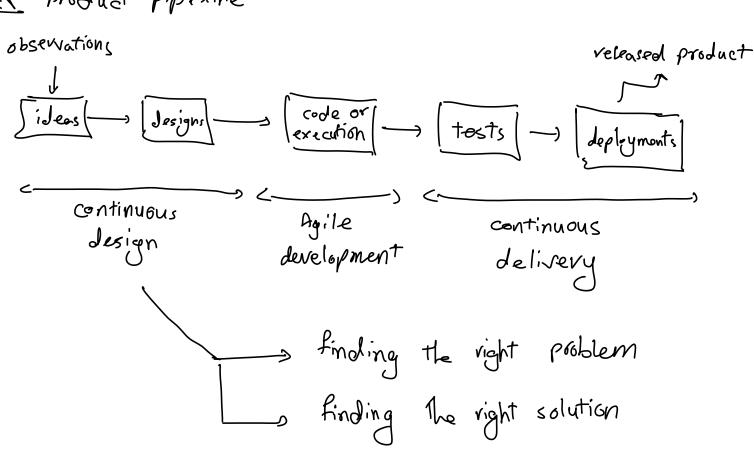
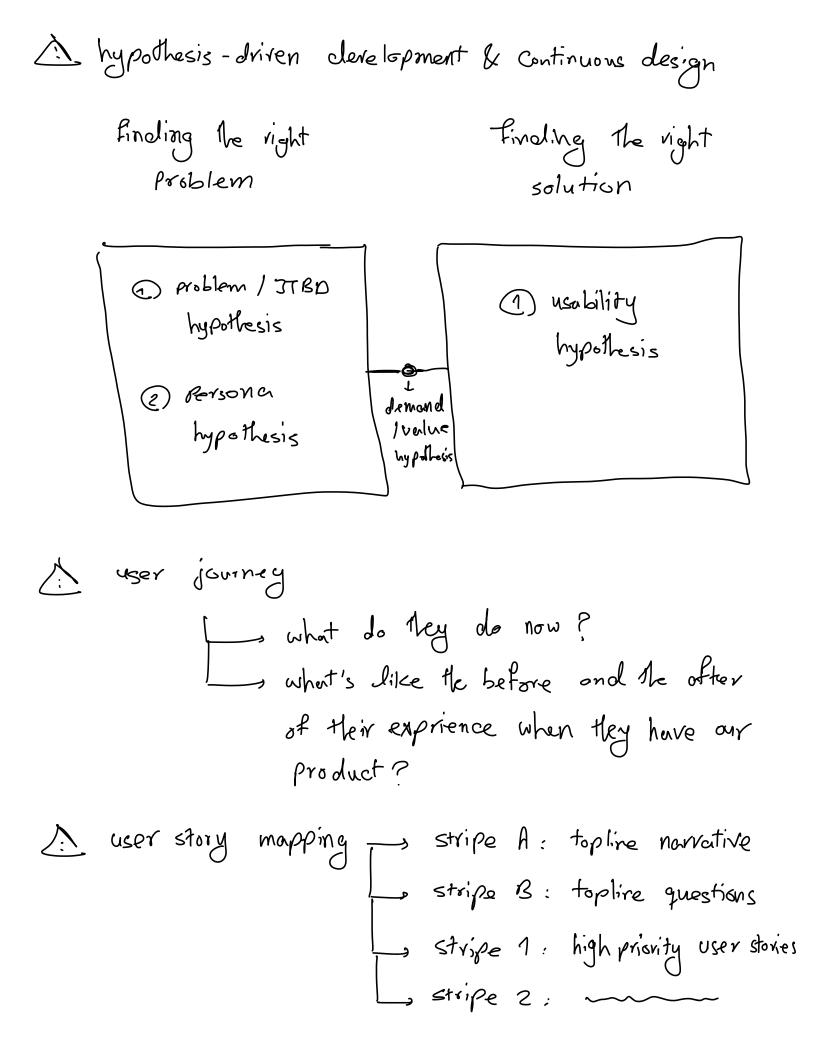
Agile Analytics

1. The Agile manifesto is simple but not a how-to indivisual interactions over process tools sworking software over comprehensive do cumentation customer collaboration over contract regotiation -> responding to a change -> following a plan nroduct pipeline observations

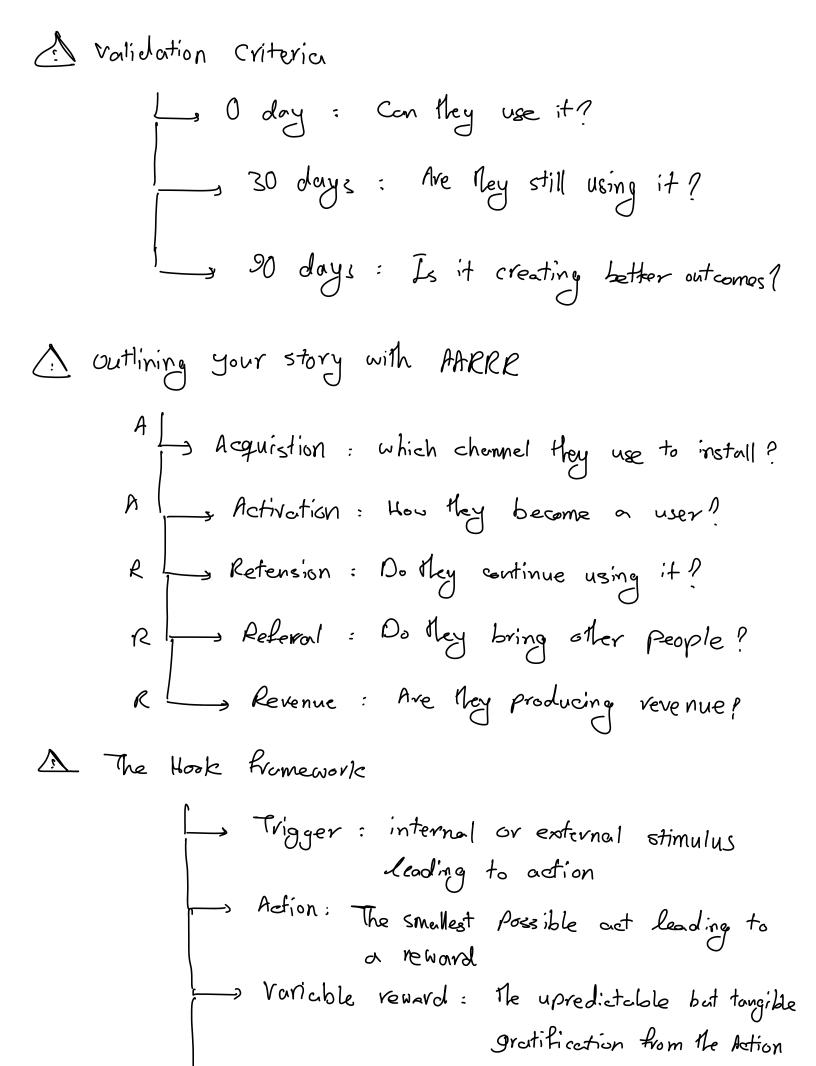




1. Outlining your story with AIDAOR A Jattention ____, Now do Ney first find out that you,

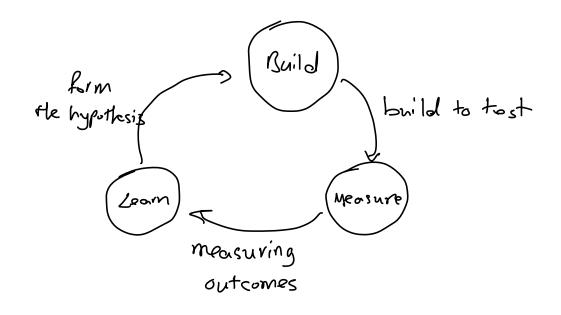
your proposition exists?

Now do you break through the I_, Now do you break through the noise floor Interest _, what is it that engages them with your proposition? Desire - Are you connecting with an important problem scenario/JTBD? Is your UP Letter enough Than The alternative? what's compelling? - what do they have to do to try the product? onboarding -> what's absolute minimum set of actions required by The customer to have you deliner a reward relative to their PS/37BD? -> Retention -> what's success for themyon?



Investment: Actions that increase involvement, Preference & load the next trigger

1. The lean startup process



1 Testing a demand hypothesis with Lean startup

-, idea

-, hypothesis

-, experimental design

-> experimentation

-> pirot or preserve?

The MVP: A Test Vehicle, Not a product

Archetype	Notes	Pepth	<i>Pelinition</i>
Concierge	Hand avoite the user experience	High	LOW
wizard of oz	Show or fules a customer interestion,	Medium	Medium
Smoke Test	See if you can sell some	Low	High

<u></u>	Testing		why	\sim ,	qualitive
		/2	What	\sim	quantitive

1. The Experiment Template

COMPONENT	NOTES
What hypothesis will this test?	
How will it work?	
What is/are the pivotal metric(s)?	
What is the threshold for true (validated) vs. false (invalidated)?	
What will you do next if the result is true? False?	
How much time, money will it take to set up?	
Roughly, what will it take?	
Roughly, how long will it take to run?	

A Five exporiment charters

product: Is this proposition better than
the alternatives

feature: would this new feature be valuable?

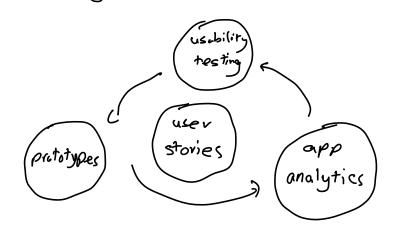
funnel: Now do we convert more visitors,
and users?

cohort: How do changes in the user journey
affect outcomes?

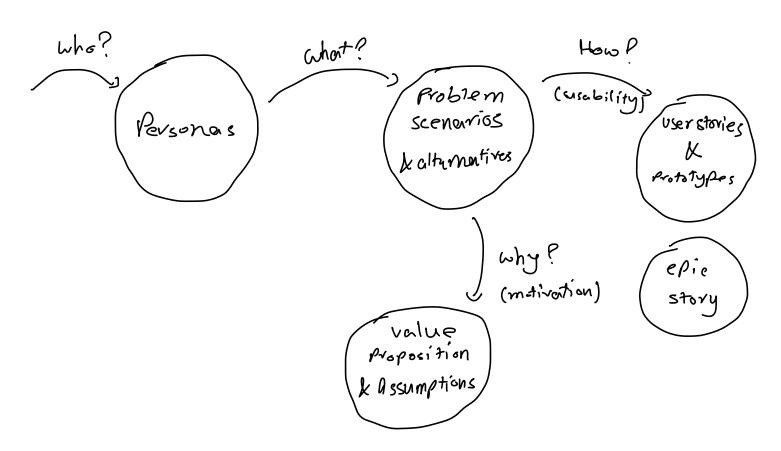
AIBI Multivariative: How do product or
promotion changes affect outcomes?

I how to measure motivation , fake test

Finding the right solution



A Persona to problem scenario to epic



A Story structure

L. As a [Persona].

I want to [do something]

so that i can [realize a reward]

Descriptive

- » What did they click?
- » Who was that?
- » How hot is it?
- » How fast is it working?
- » Where is it?

Predictive

- » What will [such a user] click?
- » When will it break?
- » Where will it be at 4pm?

Diagnostic

- » Who generally clicked what?
- » Under what conditions does it break?
- » Where does it go over the course of day?

Prescriptive

- » What ad should we run for [such a user]?
- » Do we need to [service, replace] it?
- » Is it on the right route?