

# Hypothesis-Driven Development

Instructions & Template for Peer-Reviewed  
Assignment

*NOTE: Go to the 'File' menu and then use either 'Make a copy' or 'Download As' to make yourself an editable copy of this template.*

# What am I doing?

## Overview

For this assignment, you' ll be developing:

1. A general description of your subject company
2. A demand/value hypothesis
3. An experiment to test your hypothesis

## General Instructions

Also, as you go through these, you may want to delete the **Intro Note and Instructions** sections in your copy. (In Google Docs, right-click (or two-finger click on Mac) and select 'Delete Table' .)

# Part 1: Formulate a Positioning Statement

## Intro Note

If you're in the specialization, I recommend picking a concept you can build up through the courses. For example, you might have an idea to solve a problem (job, desire) you've had or seen, or you might want to focus on something at your current job. *Regardless, it's most important that the idea is relatively specific (vs. perfect) and that it's okay for you to share it with your peer reviewers.*

## Instructions & Example

For your product concept, just state what it does in the format you see below in 'Assignment'. As obvious as it may seem, I find this helps with focus and collaboration- it will also help your peer reviewers better understand the balance of your assignment.

For an example, please see [Appendix 1/Positioning Statement](#).

## Assignment

Introduce your the company whose product you're working on with the positioning statement structured as follows [fill in the brackets]:

For [target customer] who [statement of the need or opportunity], the [product name] is a [product category] that [statement of key benefit - that is, compelling reason to buy]. Unlike [primary competitive alternative], our product [statement of primary differentiation].

## Part 2: Sketch a Demand/Value Hypothesis

### Intro Note & Examples

In this assignment, we're going to focus on the demand/value hypothesis. You'll start by explicitly declaring one in this section, making sure that it links back to a clear problem scenario/job-to-be-done and alternative. You saw a few of these in action in Weeks 1 & 3, and I've included examples from the startup Enable Quiz in the appendix. Here's an example for this section: [Demand/Value Hypothesis at Enable Quiz](#).

### Instructions

There are three rows in the template, but for the assignment you only need to complete *one*.

Note: If you're in the specialization and you have drafted problem scenarios, etc. in one of the other courses, feel free to use those here.

### Assignment

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Demand/Value Hypothesis
[ADD- What fundamental job/problem/habit does the persona have in your area?]	[ADD- Instead of using your product or feature, what do they do right now to solve this delivery on the underlying job/problem?]	[ADD- What might you do that's better enough than the leading Alternative at delivering on the PS/JTBD? Make sure to render this in this testable form-- If we [do x] for [y customer] then they will [respond in z way].] ]

[add as needed]	[add as needed]	[add as needed]
[add as needed]	[add as needed]	[add as needed]

## Part 3: Sketch Three Experiments via MVP

### Intro Note

Here, you'll sketch three ideas on how you might test your Value Proposition. Pick one of the VP's from above and draft three alternative MVP-based experiments. For each, consider generally how it would work and what observations (qualitative or quantitative) you'd get out of the experiment. These should in some way help you either improve or validate/invalidate your Demand/Value Hypothesis.

You're free to pick whatever MVP types you like for these (Concierge, Wizard of Oz, or Smoke Test), but my advice is to push yourself to diverge and consider a few ideas that are as different as possible. In practice, this is helpful both for getting to the best possible experiment as well as cultivating that habit with your team.

### Example

For an example, see: [Appendix 1/Part 3: Sketch an Experiment](#).

### Instructions

Please fill out the template wherever you see [ADD-...] in brackets. Be sure to reference the Rubric for grading criteria.

## Assignment

### Demand/Value Hypothesis

[Of the Demand/Value Hypothesis from Part 2, which one are you testing?]

### Experiment Ideas

#	What type?	How would it work?	What observations?
1	[ADD- Concierge, Wizard of Oz, or Smoke Test?]	[ADD- Generally, how would it work? How would you get subjects? What experience would they have? How will you gather the observations for the experiment]	[ADD- What evidence, qualitative or quantitative will the experiment give you? How does that help you progress and/or test your Demand/Value Hypothesis?]
2	Wizard of Oz	Simulate a product/service without developing complex technology.   - Invite users to use it without revealing that someone is controlling it behind the scenes.	Observe user behavior and record their experiences.   - Analyze what problems users are having and what their real needs are.
3	Smoke Test	Create a landing page describing your product/service and run ads to see how many people click through.   - No need to develop a complete product.	Data on clicks, subscribers and user interest.   - This helps determine the actual market interest and demand

# *Submitting Your Assignment*

Remember to upload your work in ONE document (PDF format).



# Appendix 1: Reference Example

## Part 1: Positioning Statement

### Intro Note

Note: In this case, the product and the company are the same/the company has just one product. This may or may not be the case for your subject company. If it's a large, multi-product company, you may want to include a positioning statement for both the subject company as well as your specific product. That said, please be sure to at least include a positioning statement for your product concept.

### Positioning Statement

For [hiring managers] who [need to evaluate technical talent], [Enable Quiz] is a [talent assessment application] that [allows for quick and easy assessment of topical understanding in key engineering topics]. Unlike [formal certifications or ad hoc questions], our product [allows for lightweight but consistent assessments of technical talent].

## Part 2: Sketch a Demand/Value Hypothesis

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Demand/Value Hypothesis
Screening Technical Talent  Engagement Metric [Candidates interviewed by the HR Manager]	Helen the HR Manager: Checking resumes, calling references, and just taking their word for it.	If we offer HR managers at companies that hire a lot of engineers a lightweight quizzing app, they will convert to paid subscriptions.

	Frank the Functional Manager: A few probing questions to get a general feel.	
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## Part 3: Sketch Three Experiments via MVP

### Demand/Value Hypothesis

[Of the Demand/Value Hypothesis from Part 2, which one are you testing?]

### Experiment Ideas

#	What type?	How would it work?	What observations?
1	Concierge	We' ll find one or two HR managers who have open tech positions or will have soon. Working from the job description and consulting the HR and maybe functional managers, we' ll draft a quiz and make it available to them on Google Forms (no code required). We' ll watch for form inputs and return the HR managers grades.	<p>First off, we' ll look at whether they actually use the quiz or not. We' ll want to make sure they' re willing to tell us (and track) how many candidates they interview. Since we' re mostly looking at how this thing might work for them, we would check in weekly and make ourselves available for questions and help.</p> <p>Next, we' d look at if/whether it helped- both the HR and the functional/hiring manager. We' d do this at the end of the process, after they fill an open position.</p>
2	Wizard of Oz	We' d make the product available to a limited set of users and have	Does anyone do this? Where do they drop off?

		<p>them supply the inputs we anticipate using for them to create quizzes. After they submit those inputs, we'd post back to them a message saying 'Thanks! Your quiz will be available in [24] hours.'</p>	<p>Can we make what we think is a good quiz from the inputs they supply? If not, that's a sign we need to rethink the process.</p>
3	Smoke Test	<p>Here, we'd go with a classic Smoke Test pattern: Google Adwords. Starting from where we know there are a lot of hires, we'd try various key phrase formulations across various topics. For example-</p> <p>-</p> <p>hire [Ruby, etc.] developer</p> <p>interview questions [Ruby, etc.] developer</p> <p>The ads would take the user to a landing page where they can sign up to get a free two month subscription when the product launches.</p>	<p>We'd look at click-through-rate and sign-up's. If we can't find a CTR &gt;5% and sign-up's &gt;20% we'll consider that an invalidation of our demand/value hypothesis.</p>