

SIOC 209 - HACKING 4 THE ENVIRONMENT: OCEANS ASSIGNMENT 1

- Meet virtually with your team sponsor and mentor
- Identify 5-10 beneficiaries (people asking for this product, experiencing the relevant problem, or asking for the analysis)
- Perform interviews - [slide deck](#) on interviewing during COVID-19
- Watch and read the materials provided below
- Create a presentation (10min + 5min Q&A) - an outline is provided below, but feel free to make it your own.

Watch: “How to Do Customer Discovery” videos

- [CD41](#) Pre-Planning: Contacts
- [CD42](#) Customer Interview Dry Runs
- [CD44](#) Pass/Fail Experiments
- [CD46](#) Conducting a Customer Interview
- [CD50](#) Looking for Insights
- [CD01](#) Death By PowerPoint
- [CD04](#) Understanding the Problem

Read: the *Harvard Business Review* Articles:

- [Why the Lean Startup Changes Everything](#)
- [What Your Innovation Process Should Look Like:](#)
- [Why the Government isn't a bigger version of a startup](#)

Review: the Mission Model Canvas

- [Read about the business model canvas for background understanding](#)
- [The Mission Model Canvas](#)

Presentation Template

- **Slide 1:** Title slide
 - Team name, team members/roles, support team (liaisons, mentors, problems sponsors)
 - Number of beneficiaries interviewed this week
 - Total number interviews completed
 - Three sentence description what the team does and why users should care
- **Slide 2:** Minimal Viable Product
 - Show us your MVP of the week, your thinking, etc.
 - Tell us what hypothesis the MVP is testing, what data you expected and what you actually received.
- **Slides 3-5:** Customer Discovery
 - Tell us about your first beneficiary interviews.
 - Hypothesis: Here's What we Thought
 - Experiments: Here's What we Did
 - Results: Here's What we Found
 - Action: Here's What we Are Going to Do Next
- **Slide 6:** What Are You Going to Do Next Week?