

Peer Review Template

(Hypothesis-Driven Development)

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.

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For the Peer Reviewer

While you may not be familiar with the particular company or domain, go as far as you can toward putting yourself in the shoes of the project sponsor or whoever will be the ultimate user of the team's work. Do you understand its focus? Is it actionable? Can you see a clear path to continue it, driving valuable outcomes for the firm?

Part 1: Positioning Statement

Please replace the brackets (example [0-5]) with your assessment of your peer's work as the rubric describes. Then use the bottom section for qualitative feedback.

As a reminder, the format for a complete positioning statement is:

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 alternative), our product (statement of primary differentiation).

Element	Criteria	Score
Positioning Statement		Select: [0-5]
	Includes all of the following: 1. Target customer 2. Statement of the need or opportunity 3. Product category 4. Statement of key benefit – that is, compelling reason to buy 5. Primary alternative 6. Statement of primary differentiation).	5
	Includes 5 or fewer of the elements above	4
	Includes 3 or fewer of the elements above	3

	Is missing or includes none of the elements above	0
Notes on the Positioning Statement	[I might better understand the subject company better if ...]	

Part 2: Sketch a Demand/Value Hypothesis

Please replace the brackets (example [0-5]) with your assessment of your peer's work as the rubric describes. Then use the bottom section for qualitative feedback.

Element	Criteria	Score
Demand/Value Hypothesis		Select: [0-5]
	Includes all of the following: <ol style="list-style-type: none"> 1. Job to be Done description 2. The Job to be Done is <i>not</i> a solution but rather a fundamental job/need/habit/desire 3. Alternative is description 4. The alternative is understandable and clearly links to the Job to be Done 5. Value Proposition description 6. The Value Proposition is in the testable form 'If we [do x] for [y customer] then they will [respond in z way].' 	5
	Includes 5 or fewer of the elements above	4
	Includes 4 or fewer of the elements above	3
	Is missing or includes none of the elements above	0
Notes on Demand/Value Hypothesis	[I might better understand the hypothesis the team wants to test if ...]	

Part 3: Sketch an Experiment

Please replace the brackets (example [0-5]) with your assessment of your peer's work as the rubric describes. Then use the bottom section for qualitative feedback.

Element	Criteria	Score
Experiment		Select: [0-5]
	Includes all of the following: <ul style="list-style-type: none">1. Identification of a hypothesis to test2. Notes on how the test will work3. You understand enough that you could start setting up the test4. Pivotal metrics5. Pass/fail thresholds for the above6. Actionability for a true vs. a false result	5
	Includes 5 or fewer of the elements above	4
	Includes 4 or fewer of the elements above	3
	Is missing or includes none of the elements above	0
Notes on Experiment	[I might better understand the team's topical focus better if ...]	