Javelin

Experiment Board

Project Name: The Switch Game

Team Leader Name:

Start here. Brainstorm with stickies, pull it over to the right to start your experiment.

Who is your customer? Be as specific as possible. Time Limit: 5 Min

- Board game lovers
- Anyone who needs a game to kill time
- Competitive game lovers

What is the problem? Phrase it from your customer's perspective. Time Limit: 5 Min

- Difficulty in arranging a time to meet up with friends and
- Not being able to play card games anytime anywhere
- want to hang out with new people

Define the solution only after you have validated a problem worth solving. Time Limit: 5 Min

- Provide an online card game platform for users to play with friends conveniently
- Build the game on web for users to play on their PCs or mobile devices
- Introduce this new card game concept

List the assumptions that must hold true, for your hypothesis to be true. Time Limit: 10 Min

- School schedule conflicts. or time being occupied by work
- Don't have cards around or not having a large space to play the game

Need help? Use these sentences to help construct your experiment.

To form a Customer/Problem Hypothesis:
I believe my customer has a problem achieving this goal.

To form a Problem/Solution Hypothesis:
I believe this solution will result in quantifiable outcome.

To form your Assumptions:
In order for hypothesis to be true, assumption needs to be true.

To identify your Riskiest Assumption:
The assumption with the least amount of data, and core to the viability of my hypothesis is...

Determine how you will test it:
The least expensive way to test my assumption is...

Determine what success looks like:
I will run experiment with # of customers and expect a strong signal from # of customers.

Experiments	1	2	3	4	5
Customer	• Card game lovers				
Problem	• Wanting to try out/ seeking for a new kind of card game				
Solution					
Riskiest Assumption	• Getting bored of traditional card games				
Method & Success Criterion	• Survey users about the game concept • have user test the alpha version of the game				
GET OUT OF THE BUILDING!					
Result & Decision					
Learning					

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