+ACUMEN

LEAN STARTUP PRINCIPLES

Module 3 Workshop

2 HRS

WORKSHOP LOGISTICS

Suggested Agenda

In this second workshop, you'll complete 4 activities with your team. The workshop should take approximately 2 hours.

+ Complete an Experiment Grid (30 min)
+ Minimum Viable Product Design (20 min)
+ Run an Experiment (60 min)
+ Final Reflections (10 min)

Supplies

+ copies of the worksheets on pages 5–10
+ pens or pencils

Before You Begin

+ Appoint one of your team members to be the timekeeper for this discussion meeting.

GUIDELINES FOR DESIGNING AN EXPERIMENT

Experiments are intended to help you figure out what will work quickly. Before you start running experiments, you need to decide what success will look like. That is, what metrics will you have to hit in order to prove that you have a concept or feature that is worth continuing to invest time and resources into developing? Remember that the data you collect should be actionable and help you make decisions, rather than being vanity metrics which look good, but don't actually tell you what is working.

On the following pages of this workbook, we'll help you think through the key pieces of experiment design. You'll complete a series of grids. Then we'll ask you to build a very basic MVP that can be used to run some of these experiments and test it with at least one real customer.

Your assignment for this module will be to upload a picture of your MVP and a summary describing your experiment.

Before you get started, think about the customers you are trying to serve. Keep in mind that the goal of this Lean experimentation phase is to develop products and services that can improve their lives. With that in mind, make sure you are thoughtfully considering the ethics involved with designing and implementing your Lean experiments. Do so in ways that promote dignity and help to give people the power of choice.

1. COMPLETE AN EXPERIMENT GRID

1. Complete an Experiment Grid (30 min)
You'll use an experiment grid (like the example below) to design your experiment. Use the following worksheets to complete a grid for each of your 4 hypotheses you drafted in Module 1.

A. My Hypothesis
If we add mobile phone literacy training across 2 villages then 25% more farmers will download and use our app.
Find the hypotheses you documented in Assignment 1 and write one here.

B. A feature that could capture that hypothesis (what could I build or do?)
Enlist a group of volunteers who can provide in-person tutorials about how to use mobile phones.
What can you build or do to make your hypothesis concrete?

C. The question I need to answer:
Does offering this training increase sales and use of our app?
What are you specifically trying to figure out?

D. The experiment I will run:
Offer in-person sales consultations to 2 villages. Compare growth of sales to 2 villages that did not offer training.
How will you test this? What will you be comparing it to?

E. What Success Will Look Like: (what are my pass/fail metrics)
Sales in villages 1 and 2 are 25% higher than sales in villages 3 and 4.
What target metrics will you have to hit? Be precise if possible.

EXPERIMENT GRID FOR HYPOTHESIS 1

A. My Hypothesis
B. A feature that could capture that hypothesis (what could I build or do?)
C. The question I need to answer:
D. The experiment I will run:
E. What Success Will Look Like: (what are my pass/fail metrics)

EXPERIMENT GRID FOR HYPOTHESIS 2

A. My Hypothesis
B. A feature that could capture that hypothesis (what could I build or do?)
C. The question I need to answer:
D. The experiment I will run:
E. What Success Will Look Like: (what are my pass/fail metrics)

EXPERIMENT GRID FOR HYPOTHESIS 3

A. My Hypothesis
B. A feature that could capture that hypothesis (what could I build or do?)
C. The question I need to answer:
D. The experiment I will run:
E. What Success Will Look Like: (what are my pass/fail metrics)

EXPERIMENT GRID FOR HYPOTHESIS 4

A. My Hypothesis
B. A feature that could capture that hypothesis (what could I build or do?)
C. The question I need to answer:
D. The experiment I will run:
E. What Success Will Look Like: (what are my pass/fail metrics)

2. MINIMUM VIABLE PRODUCT DESIGN

2. Minimum Viable Product Design (20 min)

Now that you've figured out what you want to test and how you want to test it, the time has come to start building or creating! Look back at "Box B" from each of your 4 experiment grids. These are the critical features you need to test. They will become the basis of your minimum viable product. List them below.

My Key Features to Test *List the features your MVP needs to incorporate.*	
My Minimum Viable Product *Draw what a minimum viable product with these key features might look like. Add just enough functionality to make it work, but don't add any bells or whistles.*	

3. RUN AN EXPERIMENT

3. Run an Experiment (60 min)

Build a simple version of your MVP. Remember, it can be as basic as a brochure, a sample landing page, a role play, or a Google form. Then run at least one of your experiments with a real person.

Include a picture of your MVP (drawn or a photograph/screenshot) below.

Describe the experiment you conducted.

4. FINAL REFLECTIONS

4. Final Reflections (10 min)

+ Share any final insights and reflections from this module with your team members.
+ Make sure you have uploaded your assignment in order to receive credit for this module.
+ Check back to review a peer's assignment.
+ Confirm the schedule for the next session, and make sure everyone has time to go through the next module prior to your next meeting.