

# Hypothesis-Driven Development

**Peer Reviewed Assignment - Bilal Drndo**

# 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

## Part 1: Formulate a Positioning Statement

For Doctors who want to enhance their diagnostic and treatment capabilities for patients with chronic diseases, the PrognostAI is an AI software tool that provides predictive medical advice about diagnoses and treatments for most widespread chronic diseases. Unlike current health diagnosis and treatment models that mostly provide one-size-fits-all solutions, our product creates a custom program for each patient based on their health status, unique genetic makeup and various lifestyle factors.

## Part 2: Sketch a Demand/Value Hypothesis

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Demand/Value Hypothesis
Treat chronic diseases	<p>John the Doctor: Relying on generalized treatment plans for chronic conditions.</p> <p>Michaela the Patient: Taking the same medication as most other chronic diseases patients.</p>	If we create medical diagnoses that account for each patient's needs based on their health status, unique genetic makeup and lifestyle factors, they will be able to extend their life quality as well as life expectancy.

## Part 3: Sketch Three Experiments via MVP

#	What type?	How would it work?	What observations?
1	Smoke Test	We would create a simple website that describes what type of help we provide to doctors who treat certain types of chronic diseases. After that, we would create a few handout flyers that describe the same info as our website does. After that we would go to a few medical conventions for chronic diseases. We would introduce ourselves to the doctors at the convention and present our handout flyers to them and explain a bit about our venture and what we are doing.	We would look if doctors are genuinely interested in our idea/product and want to talk more about it. Also, we would look if they would like to arrange meetings with us to further discuss our product and if and how we can help them. We would add a small QR code as well as a custom short link on the handout flyer and see if there were any link openings from those Urls.
2	Concierge	We will find and shadow a few doctors that interact with patients that have chronic diseases. We will hear what problems the patients are having, the type of lifestyle they have and take their blood samples and try to collect as much quantitative and qualitative data as we can. After that, we would hand create treatment models based on that data and provide them to patients.	Firstly, we would look at if patients find this treatment model attractive. We will also look at if they like the treatment model and adhere to the plan that we provided for them. We will host regular meetings with them where they will tell us if they have any side effects or are facing any health issues. We will provide them a Google Sheets link where they would enter their health data like heart rate, pressure... each day.
3	Wizard Of Oz	We would make a simple Website Admin panel for doctors where they would enter patients	We would look if and how often doctors are using the website.

		<p>data and get predictive models for the patients. In the backend, we would do all of the computations manually just like we did in the <b>Concierge</b> MVP.</p>	<p>We would also look if doctors are consulting and giving prescriptions to their patients based on our treatment models by answering our surveys and questionnaires that we would send regularly.</p>
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