

Daniel Varivoda

Session 3M/Rice Games

1. Testing the circle means conducting experiments beyond initial customer research in order to prove which jobs, pains, and gains matter to a customer. Doing this before a value proposition prevents you from wasting time with products and services customers don't care about. For a language learning game you can post on social media to gauge interest in the idea itself, then if there is interest you can post follow-up polls to see what interested people want in the game itself. You can also just do mass surveys to see what the average person would like to see in a game through social media posts, in person, or email lists.
2. Testing the square means conducting experiments to see how much your customers care about how you intend to help them, showing that your product kills pains and create games. To test the square you can release demo's or example levels to see if they like the learning and the way the general game plays out
3. Testing the rectangle means testing your underlying business model through experiments to show that your business model is likely to work, will generate more revenue than costs, and will create value not only for your customers but for your business. Equation: evidence of(ability to perform the activities required to create value + how you will succeed in acquiring and retaining value + through which channels you will be able to reach customers + how you will generate revenues from customers + you can generate more evidence than costs incurred + you will have access to the resources and partners required to create value and make your model work).
 - a. The importance of channels is that you need to have an avenue to reach customers. You have to be able to communicate with them to see what they want in Shujinkou and adjust the game to feedback.
 - b. Key partnerships are important because they are involved in everything from advertising the game to actually releasing it. You need to partner with platforms for the game so customers can play and you need advertising partners so your target audience can know about the game.
4. .
 - a. Extract your hypothesis: use the value model and BMC to identify what you need to test first. Define the most important things that have to be true for your business to work
 - b. Prioritize your hypothesis: Identify the hypotheses that are essential to the survival of your business and test them first.
 - c. Design Tests: Structure all your experiments by using the Test Card, listing your hypothesis, testing strategy, metrics, and criteria.
 - d. Prioritize Tests: Prioritize what tests are most important. Run the cheapest and quickest tests early in the process when uncertainty is the highest.

- e. Run Tests: Start performing experiments in the order that you ranked them.
- f. Capture Learnings: Use the learning card to structure your insights. State your hypothesis, observations, learnings and insights gained, and then your decisions and actions based on what you learned.
- g. Make Progress: After you experimented and learn you act based on what you discovered. You can pivot and go back to the drawing board, seek confirmation and deepen your understanding, or expand to the next building block and execute.

5.

Test Card		Rice Games
Reddit Ad Campaign	May 15th, 2019	
Daniel Varivoda	2 weeks	
We believe that... Certain subreddits will respond well to Shujinkou advertisements and want to learn more about the game.		
To verify that, we will... Launch a reddit ad campaign to specific hand picked subreddits.		
And Measure... number of clicks per subreddit to see where advertising should be best placed		
We are right if... can find a subreddit with a high click through rate		

6. The Five Traps are: the false-positive trap, false-negative trap, local maximum trap, exhausted maximum trap, and wrong data trap. The false-positive trap is when you see things in your data that aren't actually there, usually when your data is misleading. The negative-positive trap is the opposite, or when you miss things in your data that are actually present. The exhausted maximum trap is when think an opportunity is larger than it actually is, like overlooking the limitations of a market. The Wrong Data Trap is when you are searching in the wrong place. It happens when you abandon a promising opportunity because you are not looking at the correct data. The local maximum trap is when you miss out on real potential. This occurs when you conduct experiments around an opportunity, while ignoring a much larger opportunity. This particularly could be a problem for Shujinkou because by focussing on certain established communities that we believe would be interested in the game, such as hardcore gamers or people that want to learn japanese, we might be missing out on a much wider audience. We have to test a

wide variety of audiences without focussing too much on a single audience.

7. The three main things startups should test for are interest and relevance, priorities and preferences, and willingness to pay. A CTA is a Call-to-Action, which means using experiments to test if customers are interested, what preferences they have, and if they are willing to pay for what you have to offer. Two examples of a CTA would be a game demo sent out with a survey at the end allowing people to voice their opinions or a social media post about the concept asking for people's opinions.
8. The first experiment I think is optimal for rice games is Ad Tracking. This because Shujinkou is still in its early stages so it is still good to check exactly which customer demographics are interested, as well as if you use google adwords you can learn the most effective way to advertise to a customer base. Furthermore, since it is still early the process you can strictly control your budget and do this relatively cheaply. A functional MVP catalog is also great idea, as once there is a little more progress on the game we can begin to gain investors through longer demos. A small chapter released would allow investors and potential customers to gauge the language learning aspect, gameplay, and story. It is a good opportunity to show people the actual implementation of the concepts they have been hearing about, making it much more likely to secure investors.