Writing kick-ass hypotheses: Lean UX Meetup, Las Vegas : July

Share · Like · Download

Kate Rutter, Strategic Sketcher at Intelleto
Follow

| 12 | 6 | 16 |

The Lean UX Meetup in Las Vegas is gaining momentum. This is the deck for the

Published in: Education, Technology, Business ...

2 Comments   67 Likes

Statistics
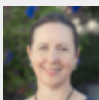
Notes

Share your thoughts…

Post

Julie (jb) Booth , User Experience Principal - UX Practice Lead at Fiserv

Thank you!

2 years ago

Lane Goldstone , Co-founder, Brooklyn Copper Cookware at Brooklyn Copper Cookware, Ltd.

Kate, this is a great resource, thanks for sharing!

3 years ago

Writing kick-ass hypotheses: Lean UX Meetup, Las Vegas : July

1. Writing kick-ass hypotheses @ RASTER MEDIA • JULY 10, 2013 Lean UX Vegas Style

2. LUXR.CO JULY 2013 Needs 1. I need… 2. I want… 3. My goal is… Uses Mary can… Features Users Sketches, prototypes, wireframes, pixels Your vision & ideas go here why what how Interfaces & flows Prototypes User stories This Week UX Stack BUILD MEASURE LEARN

3. LUXR.CO JULY 2013 Lean Learning in 4 parts The belief you want to test. The testable "thing." An indicator of the outcome. "We believe people like [customer type] have a need for (or problem doing) [need/action/behavior]." "The smallest thing we can do to prove that need is [experiment]." "We will know we have succeeded when [quantitative/measurable outcome] or [qualitative/observable outcome]." Hypothesis Experiment Evidence Something accepted as true without proof. "People need our product."Assumption Sounds like...Definition...

4. LUXR.CO JULY 2013 A good hypothesis is... ✓ Simple & clear ✓ Written as a statement ✓ Establishes • participants (who) • variables (what's involved) • prediction of an outcome (evidence) ✓ Testable

5. LUXR.CO JULY 2013 What assumptions about your customers do you have that, if you are wrong, your product will fail? Write down 3. {Hands-on}

6. LUXR.CO JULY 2013 {Hands-on} State the assumption as a hypothesis. we believe that _____ Experiment template: http://slideshare.com/luxrco

7. LUXR.CO JULY 2013 {back at the office} Iterate through ideas as you gather evidence http://leanstartupmachine.com/validationboard/ WSD: Write stuff down. Validate with intent. AFAP: As fast as possible.

8. http://luxr.co @luxrco © 2013 The Molecule people problem solution have addresses use Company or team name date / /

9. http://luxr.co @luxrco © 2013 Assumptions 1 Riskiest Assumption Testingnow Later Team name date / / 2 3 Nextup

10. http://luxr.co @luxrco © 2013 Experiment We believe that... We will do/make... We will know the hypothesis is valid if by we get... Hypothesis date quantitative measurable outcomes TestEvidence qualitative observable outcome Team name date / /