Covered in this lecture:

How a hypothesis should look like

► The difference between assumptions and hypotheses is that hypotheses are actionable, they have a target group, an expected outcome, and a strategy to get customers to act in a specific way

► Basic hypothesis:

We believe [target group of people] will [predicted action] because [reason].

● This type of hypothesis works great if you are an entrepreneur or you are building a new product

► All products and features stem from problems, so you can also add a problem or benefit to your hypothesis that your product will solve

▶ Product managers are often going to use MVP experiments and hypotheses to make changes to an existing product, so they might need to build more complex hypotheses, like this:

If we [action], we believe [subject] will [predicted action/outcome] because [reason].

● As a PM, the most specific way of thinking about a hypothesis is:

We believe [subject] has a [problem] because [reason]. If we [action], this [metric] metric will improve.

See you next lecture!