

# Part 1: Positioning Statement

## Intro Note

If you're in the specialization, I recommend picking a concept you can build up through the courses. For example, you might have an idea to solve a problem (job, desire) you've had or seen, or you might want to focus on something at your current job. *Regardless, it's most important that the idea is relatively specific (vs. perfect) and that it's okay for you to share it with your peer reviewers.*

## Instructions & Example

For your product concept, just state what it does in the format you see below in 'Assignment'. As obvious as it may seem, I find this helps with focus and collaboration- it will also help your peer reviewers better understand the balance of your assignment.

For an example, please see [Appendix 1/Positioning Statement](#).

## Assignment

Introduce your the company whose product you're working on with the positioning statement structured as follows [fill in the brackets]:

For [executive briefing center marketing and operations personnel] who [displays customer facing content on wall sized interactive displays], [buzzy] is a [content management system] that [enables digital signage and interactive content to be rapidly authored and deployed]. Unlike [existing display wall controllers], our product [allows animated video, images and graphics to be easily constructed using web based tools and managed in the cloud]

## Part 2: Sketch a Demand/Value Hypothesis

### Intro Note & Examples

In this section, you'll explicitly define a demand/value hypothesis, making sure that it links back to a clear problem scenario/job-to-be-done and alternative. I've included examples from the HVAC in a Hurry in the appendix. Here's an example for this section: [Part 2: Sketch a Demand/Value Hypothesis](#).

Note: If you're in the specialization and you have drafted a value/demand hypothesis in one of the other courses, feel free to use that here.

### Instructions

There are three rows in the template, but for the assignment you only need to complete *one*.

Note: If you're in the specialization and you have drafted problem scenarios, etc. in one of the other courses, feel free to use those here.

### Assignment Body

| Problem Scenarios/Jobs-to-be-Done                                                                                                                         | Current Alternatives                                                                                                                                            | Your Demand/Value Hypothesis                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Laying out content to match the resolution and aspect ratio of the display wall<br><br>Engagement Metrics<br>[autogen templates used/# designs completed] | Currently, a designer has to create a page layout with a design tool based on the display sizes, pixel count and the bezels/mullion sizes between the displays. | If we automate the generation of a template for the designer based on the installed displays, they will use the template to lay out content, and it will improve outcomes. |

# Part 3: Design a Testable Solution for Your Value/Demand Hypothesis

## Intro Note

In this section, you'll sketch one or more epics, then pick one of them to detail and instrument with analytics. For the epic you detail, you'll identify a 'dependent variable' that answers the question 'How do we know if this implementation is working for the user?'. From there, you'll work out how you might observe this in steps and what 'independent variables' would help with your analysis there.

Note: As always, feel free to use work from previous courses. Also, there isn't a section here for a storyboard in the epics, but if you have that, I recommend including it to better articulate the epic.

## Example

See [Appendix 1/Part 3](#) for an example.

## Epic User Stories

As [Diane the Designer], I want to [base my designs on autogenerated templates], so that I can know that my content will match the display wall.

## Epic 1- Detail

Dependent Variable/Goal for Epic 1

[Answer the following questions:

What are the most important analytical questions for the epic as a whole?

- a) Do the designers use the autogenerated option as a basis for their designs?
- b) Does the autogenerated feature allow them to create content more quickly?

How will you know if the user is getting what you intended out of the interaction?

- a) We can use google analytics to determine for each design deployed, did the designer start with an autogenerated template?
- b) We can measure the start time to deploy time and see if, on average the design time is shorter

What specific observations (the fewer the better) do you need to make to measure this?

- a) Is a deployed design based on an autogenerated template or user generated layout?
- b) What is the start to deploy time?

## Child Stories & Analytics for Epic 1

Note: If you're in the specialization, the metrics for the child stories were previously optional. Below, add metrics that are actionable and detail how you might implement those metrics.

| Child Stories                                                                                                                                                                                                    | Analytical Question(s)                                                                         | Analytics                                                                                                                                                                                                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| As a designer, I am creating a new content package, and I want to generate a template that matches my display wall, so that I can deploy content that matches my display wall                                    | How often does the designer create an autogenerated layout vs. loading their own they by hand? | Metrics: % of deployed content packages based on autogenerated vs. user generated templates.                                                                                                                                                                                                            |
| As a designer, I am creating a new content package and I want to load a previously autogenerated template that matches my display wall, so that I can save time and deploy content that matches the display wall | How often does the designer start with a previously saved, autogenerated template?             | Metrics: % of deployed content packages based on autogenerated vs. user generated templates.<br><br>% of deployed content packages based on loading saved, previously autogenerated templates vs. new.<br><br>Time from new to deployed package based on whether a previously stored template was used. |

