Hypothesis-Driven Development

Instructions & Template for Peer-Reviewed Assignment

NOTE: Go to the 'File' menu and then use either 'Make a copy' or 'Download As' to make yourself an editable copy of this template.

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

General Instructions

To complete your work, you can use this Microsoft Word template or you may prefer to use the Google Docs version which is here: Hypothesis-Driven Development Assignment.

Also, as you go through these, you may want to delete the **Intro Note and Instructions** sections in your copy. (In Google Docs, right-click (or two-finger click on Mac) and select 'Delete Table'.)

Part 1: Formulate a 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 [Marketing managers] who [need to check product availability], [Product Finder] is a [Product search application] that [allows for quick and easy assessment of computer products available in the storage]. Unlike [formal way of checking with the store manager], our product [allows for checking the products availability quicker so that marketing managers sell the product quicker].

Part 2: Sketch a Demand/Value Hypothesis

Assignment

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Demand/Value Hypothesis
Checking Product availability Engagement Metric [Product Sold by the marketing managers to customers] Stock Tracking and Management Checking online for product availability with other vendors	shiva the marketing Manager: Checking with the Store manager by calling him regarding stock availability. shiva the marketing Manager: Checking online for other vendors for the new product not available in stock. Mohan the Store Manager: maintain an excel sheet to keep stock updates like what available vs what not	If we offer a Marketing and Store Manager product finder tool, this will help both to find and maintain a proper online product stock management. If products are not available then they can update on screen for the same for stock up.
[add as needed]	[add as needed]	[add as needed]
[add as needed]	[add as needed]	[add as needed]

Part 3: Sketch Three Experiments via MVP

Assignment

Demand/Value Hypothesis

Experiment Ideas

#	What type?	How would it work?	What observations?
1	Concierge	We'll find one or two marketing managers who sell products to customers and Store managers who maintain stock availability, then we'll draft a questionnaire and make it available to them on Google Forms. We'll watch for form inputs and return the managers with completion messages.	First off, we'll look at what kind of product a market manager sells to customers and frequency of checking the product availability with the store manager. We'll want to make sure they're willing to tell us (and track) how many products they sell to customers per week. Since we're mostly looking at how this thing might work for them, we would check in weekly and make ourselves available for questions and help. We'll also want to check stock update timeframes with store managers and who often they do that in a month. Next, this will allow us to decide which ideas work from your initial hypothesis, and which ideas need to be scrapped.
2	Wizard of Oz	We'd make the product finder tool available to a marketing manager and ask them for the inputs we anticipate using for them to create the product platform. After they submit those inputs, we'd post back to them a message saying 'Thanks! Your product will be available in stock in [24] hours.'	Does anyone do this? Where do they drop off? Can we make what we think is a good way of finding products from the inputs they supply? If not, that's a sign we need to rethink the process.

| 3 | Smoke Test | Here, we'd go with a classic Smoke Test pattern: Google AdWords. Starting from where we know there are marketing folks and store managers, we'd try various key phrase formulations across various topics. For example-- laptop [Hp, etc.] Laptop with i7 processor [Hp, etc.] Hard disk 1TB Ram [scandisk, etc.].
The ads would take the user to a landing page where they need to sign-up, in order to check for the new product launches and its availability | We'd look at click-through-rate and sign-up. If we can't find a CTR >5% and sign-up's >20% we'll consider that an invalidation of our demand/value hypothesis |