Hypothesis-Driven Development

Part 1: Formulate a Positioning Statement

Transician

For music-industry professionals who want to find jobs within the industry regardless of location, the Transician is a platform that introduces you to find relevant opportunities based on customizable preferences. Unlike over-saturated and liner platforms, Transician searches, communicates, and helps point you in the right direction.

Part 2: Sketch a Demand/Value Hypothesis

Assignment

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Demand/Value Hypothesis
Not having the right amount of time to learn about the venue and coordinate details.	Asking friends or acquaintances or contacting venues. Emailing trying to contact sound engineers.	Gain a better understanding of the venue, missing items, stage details. What equipment do they have? What do you need to bring? If we have the information needed, they can save time by asking the important details.
Better understanding of how to approach the desire to perform while generating valuable revenue.	Reading blogs, social media and online research.	We catgorize, index all venues. We can give and advance breakdown of potential revenue and payouts.

Part 3: Sketch Three Experiments via MVP

Experiment Ideas

#	What type?	How would it work?	What observations?
1	Concierge	We can find venues and events that are willing to let us be oversee and possibly be the intermediary or central command for communications. Then we should be able to view where issues	Initially we will have to coordinate the process from end to end. This includes common issues and eros in communication. How do they mitigate these issues before, during and after events? We can look at if we actually reduced these issues

| | | commonly happen. What things are normally the problem and how this affects revenue for all stakeholders. | during events and see if these is an increase in quality.

Additionally we can see if we can automate or streamline payment issues that disrupt revenue disbursements |
|---|---|---|---|
| 2 | Wizard of Oz | We can take either a paper prototype or a very low-fidelity mockup to interested venues within a specific radius.

Additionally, the same can presented to musicians and relevant stakeholders.

We can ask them to go through the platform to test usability and potential blockers. | Does anyone do this? Where do they hit blockers during the user flow?

Can we get all related to parties to input the information. How can we get them to collaborate on this effort? |
| 3 | Smoke Test | If we would go the Google AdWords route, the ideal route would be to go through music sites.

Another place to consider would be social media, music blogs, and similar platform to measure interest. | We'd look at click-through-rate and sign-up's. If we can't find a CTR >5% and sign-up's >20% we'll consider that an invalidation of our demand/value hypothesis. |

Submitting Your Assignment

Remember to upload your work in ONE document (PDF format).

Part 3: Sketch Three Experiments via MVP

Demand/Value Hypothesis

[Of the Demand/Value Hypothesis from Part 2, which one are you testing?]

Experiment Ideas

#	What type?	How would it work?	What observations?
1	Concierge	We'll find one or two HR managers who have open tech positions or will have soon. Working from the job description and consulting the HR and maybe functional managers, we'll draft a quiz and make it available to them on Google Forms (no code required). We'll watch for form inputs and return the HR managers grades.	First off, we'll look at whether they actually use the quiz or not. We'll want to make sure they're willing to tell us (and track) how many candidates they interview. 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. Next, we'd look at if/whether it helped- both the HR and the functional/hiring manager. We'd do this at the end of the process, after they fill an open position.
2	Wizard of Oz	We'd make the product available to a limited set of users and have them supply the inputs we anticipate using for them to create quizzes. After they submit those inputs, we'd post back to them a message saying 'Thanks! Your quiz will be available in [24] hours.'	Does anyone do this? Where do they drop off? Can we make what we think is a good quiz 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	We'd look at click-through-rate and sign-up's. If we

| | | pattern: Google Adwords. Starting from where we know there are a lot of hires, we'd try various key phrase formulations across various topics. For example--
hire [Ruby, etc.] developer
interview questions [Ruby, etc.] developer

The ads would take the user to a landing page where they can sign up to get a free two month subscription when the product launches. | can't find a CTR >5% and sign-up's >20% we'll consider that an invalidation of our demand/value hypothesis. |