

We are designing for...

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\*Focus on your known best customers. You will be able to prospect more of these customers later on. If dealing to a totally new product or market, think of your future best customers (hopefully you have some data on who they are).

If...

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\* Focus on a concrete action that has a beginning and an end. Avoid general abstractions or business objectives. Focus on a clear action, with a clear goal.

These are the incentives and benefits for the customer group we chose:

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\*This is your reasoning. What is in this for your customers? What are the problems solved, the rewards given, and the benefits received by your customers?

We will measure the experiment results like this:

Business Objectives (from strategy)

Why does this whole service/business exist? Keep it D.U.M.B. Doable, Understandable, Manageable, Beneficial. Ex. Sell stuff

Goals

It supports Objectives in everyday life. Decrease X, Increase Y, Improve Z.

KPIs

Relational metrics that help you to check if you are reaching your desired outcomes. KPI: Average Order Size / Ad Conversion Rate / Bounce Rate

Targets

The hard numbers you may want to hit with an experiment. Ex: 1000 downloads

OUTCOMES After the experiment, either of these might happen:

H0 Null hypothesis: the idea won't work. What was learned? Costs and consequences?

HA Alternative hypothesis. It will work! Describe outcomes and benefits. What was learned?

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WHO DOES WHAT?

Who's Responsible

Who's Consulted

Who's Accountable

Who's Informed

Starting on \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_.

Pivot [ ] Persevere [ ]

Give it enough time for your experiment to reach statistical significance (enough subjects, enough time). At times, you may not need rigorous statistical models, but confidence enough to make a decision.