

## 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


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


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


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


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## OUTCOMES After the experiment, either of these might happen:

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

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**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.