

Start here. Brainstorm with stickies, pull it over to the right to start your experiment.

Who is your customer? Be as specific as possible.

Time Limit: 5 Min

RemajaDewasa

What is the problem? Phrase it from your customer’s perspective.

Time Limit: 5 Min

Kuliat kering, dan kulit sensitif

Definethesolutiononlyafteryouhavevalidatedaproblemworthsolving.

Time Limit: 5 Min

Meghasilkan produk bodycare yang bisa menjaga kelembaban kuliit, maupun kulit sensitif , kulit kering , dan mencerahkan

List the assumptions that must hold true, for your hypothesis to be true.

Time Limit: 10 Min

Kurang mengonsumsi buah dan savurTidak rajin merawat kulitkurang memperbanyak minum air putih

Need help? Use these sentences to help construct your experiment.

To form a Customer/Problem Hypothesis:
I believe my customer has a problem achieving this goal.

To form your Assumptions:
In order for hypothesis to be true, assumption needs to be true.

Determine how you will test it:
The least expensive way to test my assumption is...

To form a Problem/Solution Hypothesis:
I believe this solution will result in quantifiable outcome.

To identify your Riskiest Assumption:
The assumption with the least amount of data, and core to the viability of my hypothesis is...

Determine what success looks like:
I will run experiment with # of customers and expect a strong signal from # of customers.

Experiments

12345

Customer

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Problem

Untuk kulit kering dan kulit sensitif

Solution

Meghasilkan produk bodycare yang bisa menjaga kelembaban kuliit, maupun kulit sensitif , kulit kering , dan mencerahkan

Riskiest Assumption

Kurang mengonsumsi buah dan sayurTidak rajin merawat kulitkurang memperbanyak minum air putih

Method & Success Criterion

6/10 Mengatakan masalah ini valid7/10 Mengatakan masalah ini valid9/10 Mengatakan masalah ini valid

Result & Decision

7/10 Mengatakan masalah ini ..8/10 Mengatakan masalah ini valid9/10 Mengatakan masalah ini valid

Learning

Salah memilih produk perawatan kulitTidak teratur memakai produk kulitMengalami iritasi atau elegi saat menggunakan

GET OUT OF THE BUILDING!