

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

Remaja

prewedding dan wedding

semua acara / event dan brand

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

Time Limit: 5 Min

perlu bantuan untuk mengabadikan moment

butuh jasa profesional

Define the solution only after you have validated a problem worth solving.

Time Limit: 5 Min

mendapatkan moment dan hasil yang di impikan dengan harga dan kualitas yang bersaing

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

Time Limit: 10 Min

kurang bisa menggunakan kamera

ingin hasil yang lebih baik

tidak ingin repot

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

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

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

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

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

Experiments

1

2

3

4

5

Customer

Semua usia

Problem

malas belajar ttg photography

tidak ingin repot

ingin hasil yg instan

Solution

dapat apa yang mereka bayarkan, kualitas, profesional dan hasil dengan harga yang sangat besaing

Riskiest Assumption

Method & Success Criterion

wawancara sukses jika 8/10 mengatakan masalah ini valid

wawancara sukses jika 8/10 mengatakan masalah ini valid

wawancara sukses jika 7/10 mengatakan masalah ini valid

GET OUT OF THE BUILDING!

Result & Decision

8/10 mengatakan masalah ini valid

9/10 mengatakan masalah ini valid

9/10 mengatakan masalah ini valid

Learning

konsumen kurang kreatif saat mengabadikan moment

kebanyakan konsumen asal memfoto dan menyesal di akhir karena moment yg terlewat