

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

Who is your customer?

Time Limit: 5 Min

Pemilik handphone

Remaja

Dewasa

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

Time Limit: 5 Min

Menipis

Memudar

Sobek/Pecah

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

Time Limit: 5 Min

Membuat case yang bisa di customdengan gambar sesuai keinginan customer dengan bahan yang berkualitas

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

Time Limit: 10 Min

Design case yang monoton

Case mudah pudar dan menipis

Bahan yang kurang bervariasi

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

Customer

Problem

Solution

Riskiest Assumption

Success Criterion

GET OUT OF THE BUILDING!

Result & Decision

Learning

1

2

3

4

5

Pemilik Handphone

Remaja

Dewasa

Case mudah menipis

Case cepat memudar

Case yang mudah sobek/pecah

Membuat case yang bisa di customdengan gambar sesuai keinginan customer dengan bahan yang berkualitas

Design case yang monoton

Case mudah pudar dan menipis

Bahan yang kurang bervariasi

6/10 Mengatakan masalah ini valid

7/10 Mengatakan masalah ini valid

9/10 Mengatakan masalah ini valid

7/10 Mengatakan masalah ini valid

7/10 Mengatakan masalah ini valid

9/10 Mengatakan masalah ini valid

Salah memilih case

Case rusak saat digunakan

Tekstur case kasar dan tidak nyaman digunakan

Watch case studies and try the software at www.javelinapp.com

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