

Workshop 5 - Testing your Solution

What? An actionable plan to test all the previously defined business hypotheses/assumptions early on

Why? Setting up an open source canvas is good. Testing its hypothesis mitigates risks and avoid failures of your offering, which is even better

When? When you want to enter the market and reach out to your potential users

1. Hypothesis Definition

STEP 1 - SET YOUR HYPOTHESIS

Extract your Assumptions and Hypothesis from your Open Source Canvas and select one from each section: Feasibility, Desirability and Viability



STEP 2 - CREATE A FULL HYPOTHESIS

Once you know what you want to test you need to define it and relate it to the previous workshops by linking different key elements. Use the BulbIt Detector to create your final hypothesis

1. Find the right information from previous workshops

What is your assumption/hypothesis?

What is your value proposition?

What is your target market?

What is your business model?

What is your revenue model?

What is your cost structure?

What is your distribution channel?

What is your competitive advantage?

2. Structure your hypothesis

What is your hypothesis?

What is your value proposition?

What is your target market?

What is your business model?

What is your revenue model?

What is your cost structure?

What is your distribution channel?

What is your competitive advantage?

3. Paste your final hypothesis

What is your hypothesis?

What is your value proposition?

What is your target market?

What is your business model?

What is your revenue model?

What is your cost structure?

What is your distribution channel?

What is your competitive advantage?

STEP 3 - FIND THE RIGHT EXPERIMENT

You have your 3 hypothesis set. Now you need to understand how to test and validate them (or not). Check the Experiment Library to see, given the type of hypothesis, which experiment could fit best.

Note that:

- There's no right answer & only depends on your product and the capacity to apply those experiments
- There's the Theory of Experiment Picker (Library) and there's the reality of the tools available given your budget and knowledge of those tools. Test fast.

Validation Experiments - No-Code Tools
Build with these tools your first experiments and compare in a few days your product idea

Form Builder

Formstack

App Builder

Planet Craut

Database

Planet Craut

Website Builder

Planet Craut

Organization

Planet Craut

Automation

Planet Craut

2. Field Test

1. HYPOTHESIS

Copy/paste here the 3-5 hypothesis selected

2. EXPERIMENT

How will you test this hypothesis? It should be easy to set up and quite cheap

3. TESTING SEQUENCE

KPIs

Select carefully 2-3 KPIs to measure the impact of the experiment

Time of Experiment

Enter the period you want to be undergoing this experiment

4. ANALYSIS

Observations + Metrics

Insight following experiment

*Everything that doesn't lead to validated learning is waste
(Inspired by Lean from Toyota and material waste)*