

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

Experiment Library

Experiment	Category	Platform	Cost	Time	Complexity
1. Find the right information from previous marketplace	Market Research	SurveyMonkey	Low	1-2 weeks	Low
2. Structure your hypothesis	Product Development	Canva	Low	1-2 weeks	Low
3. Paste your Final Hypothesis	Product Development	Canva	Low	1-2 weeks	Low
4. Create a landing page	Marketing	Canva	Low	1-2 weeks	Low
5. Create a crowdfunding campaign	Marketing	GoFundMe	Low	1-2 weeks	Low
6. Create a social media campaign	Marketing	Facebook	Low	1-2 weeks	Low
7. Create a video campaign	Marketing	YouTube	Low	1-2 weeks	Low
8. Create a podcast campaign	Marketing	Spotify	Low	1-2 weeks	Low
9. Create a newsletter campaign	Marketing	Mailchimp	Low	1-2 weeks	Low
10. Create a webinar campaign	Marketing	Zoom	Low	1-2 weeks	Low
11. Create a live event campaign	Marketing	Eventbrite	Low	1-2 weeks	Low
12. Create a virtual event campaign	Marketing	Zoom	Low	1-2 weeks	Low
13. Create a virtual workshop campaign	Marketing	Zoom	Low	1-2 weeks	Low
14. Create a virtual conference campaign	Marketing	Zoom	Low	1-2 weeks	Low
15. Create a virtual summit campaign	Marketing	Zoom	Low	1-2 weeks	Low
16. Create a virtual roundtable campaign	Marketing	Zoom	Low	1-2 weeks	Low
17. Create a virtual panel discussion campaign	Marketing	Zoom	Low	1-2 weeks	Low
18. Create a virtual Q&A session campaign	Marketing	Zoom	Low	1-2 weeks	Low
19. Create a virtual AMA campaign	Marketing	Zoom	Low	1-2 weeks	Low
20. Create a virtual podcast campaign	Marketing	Spotify	Low	1-2 weeks	Low
21. Create a virtual video series campaign	Marketing	YouTube	Low	1-2 weeks	Low
22. Create a virtual webinar series campaign	Marketing	Zoom	Low	1-2 weeks	Low
23. Create a virtual masterclass campaign	Marketing	Zoom	Low	1-2 weeks	Low
24. Create a virtual course campaign	Marketing	Udacity	Low	1-2 weeks	Low
25. Create a virtual workshop series campaign	Marketing	Zoom	Low	1-2 weeks	Low
26. Create a virtual conference series campaign	Marketing	Zoom	Low	1-2 weeks	Low
27. Create a virtual summit series campaign	Marketing	Zoom	Low	1-2 weeks	Low
28. Create a virtual roundtable series campaign	Marketing	Zoom	Low	1-2 weeks	Low
29. Create a virtual panel discussion series campaign	Marketing	Zoom	Low	1-2 weeks	Low
30. Create a virtual Q&A session series campaign	Marketing	Zoom	Low	1-2 weeks	Low
31. Create a virtual AMA series campaign	Marketing	Zoom	Low	1-2 weeks	Low
32. Create a virtual podcast series campaign	Marketing	Spotify	Low	1-2 weeks	Low
33. Create a virtual video series series campaign	Marketing	YouTube	Low	1-2 weeks	Low
34. Create a virtual webinar series series campaign	Marketing	Zoom	Low	1-2 weeks	Low
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60. Create a virtual course series series series campaign	Marketing	Udacity	Low	1-2 weeks	Low

Validation Experiments - No-Code Tools

Build your MVP with your first experiments and conduct in a few days your product idea

- Form Builder**: SurveyMonkey, Typeform, Google Forms
- App Builder**: Planet Creat, AppSheet, Adalo, Bubble
- Database**: n1net, Airtable, Google Sheets
- Website Builder**: Wix, Squarespace, Weebly, WordPress
- Organization**: Zapier, Integromat, Make
- Automation**: Zapier, Integromat, Make, Automate.io

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

Platform ability to be used across different disciplines and user skill levels



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 workshop by listing different key elements. Use the Built-in Detector to create your final hypothesis

1. Find the right information from previous marketplace

How do we know that this is a real problem and not just a fancy problem for electronic engineers?
 We want to be equal to the actual user needs (number, frequency, urgency and cost of use).
 We should need to be measured by the number of educational institutions, companies, teachers, parents or university programs, and the volume of articles for this educational content.

2. Structure your hypothesis

How do we know that this is a real problem and not just a fancy problem for electronic engineers?
 We want to be equal to the actual user needs (number, frequency, urgency and cost of use).
 We should need to be measured by the number of educational institutions, companies, teachers, parents or university programs, and the volume of articles for this educational content.

3. Paste your Final Hypothesis

How do we know that this is a real problem and not just a fancy problem for electronic engineers?
 We want to be equal to the actual user needs (number, frequency, urgency and cost of use).
 We should need to be measured by the number of educational institutions, companies, teachers, parents or university programs, and the volume of articles for this educational content.

STEP 3 - FIND THE RIGHT EXPERIMENT

You have your 3 hypothesis set. Now you need to understand how to test and validate them for real. 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 (Experiment Picker + Library) and there's the reality of the tools available given your budget and knowledge of those tools.
 Test fast.

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2. Field Test

1. HYPOTHESIS	2. EXPERIMENT	3. TESTING SEQUENCE	4. ANALYSIS
<p>Copy/paste here the 3-5 hypothesis selected</p> <p>How do we know that this is a real problem and not just a fancy problem for electronic engineers? We want to be equal to the actual user needs (number, frequency, urgency and cost of use). We should need to be measured by the number of educational institutions, companies, teachers, parents or university programs, and the volume of articles for this educational content.</p>	<p>How will you test this hypothesis? It should be easy to set up and quite cheap</p> <p>Survey to collect direct feedback from educational institutions to assess the feasibility of Arduino as an educational content.</p> <p>Landing Page (showcasing Arduino's features)</p> <p>Crowdfunding campaign</p>	<p>3. TESTING SEQUENCE</p> <p>KPIs: Select carefully 2-3 KPIs to measure the impact of the experiment</p> <p>Time of Experiment: Enter the period you want to be undergoing this experiment</p> <p>Observations + Metrics: Insight following experiment</p>	<p>4. ANALYSIS</p> <p>Insight following experiment</p> <p>What worked?</p> <ul style="list-style-type: none"> Target: 2.8 months Revenue: 1000€ Profit: 500€ ROI: 50% <p>What didn't work?</p> <ul style="list-style-type: none"> Revenue: 500€ Profit: 250€ ROI: 25% <p>What should be improved?</p> <ul style="list-style-type: none"> Target: 3.5 months Revenue: 1500€ Profit: 750€ ROI: 50%

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