

Hypothesis-Driven Development

Part 1: Formulate a Positioning Statement

For [Managers and Data Scientists] who [want to analyze and visualize data easily and quickly without coding], the [Tableau] is a [data visualization tool] that [allows the users to develop interactive dashboards on-the-go]. Unlike [R Shiny], our product [allows users to develop dashboards through a Graphical User Interface based tool without the need of coding].

Part 2: Sketch a Demand/Value Hypothesis

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Demand/Value Hypothesis
Quick Data Visualization	Use other tools like R Shiny which is coding based and Microsoft Excel which has data constraint and slow development	If we [develop a GUI-based tool] for [managers and data scientists that lack time to code] then they will [buy paid licenses for the tool].

Part 3: Sketch Three Experiments via MVP

Demand/Value Hypothesis

If we [develop a GUI-based tool] for [managers and data scientists that lack time to code] then they will [buy paid licenses for the tool].

Experiment Ideas

#	What type?	How would it work?	What observations?
1	Smoke Testing	We will develop a video advertisement using Google Adwords with the knowledge of the words like: do quick visualizations and assess the CTR of the ad	We'd look at click-through-rate and sign-up. If we can't find a CTR >5% and sign-up's >15% we'll consider that an invalidation of our demand/value hypothesis.
2	Wizard of Oz	We'd make the product available to a limited set of users and have them supply the inputs from dataset for them to create a dashboard demo. After they submit those inputs, we'd post back to them a message saying 'Thank You! Your dashboard will be available in [6] hours.'	Does anyone do this? Where do they drop off? Can we make what we think is a good assessment test from the inputs they supply? If not, that's a sign we need to rethink the process.
3	Smoke Testing	We will develop a photo advertisement highlighting the key features and use LinkedIn communities to reach out to professionals working in the domain for this promotion	We'd look at click-through-rate and sign-up. If we can't find a CTR >10% and sign-up's >25% we'll consider that an invalidation of our demand/value hypothesis.