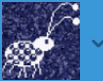


[My Stories](#)[Browse](#)[New Story](#)[</> Embed](#)

Hypothesis with Jeff Gothelf

A talk for the design folks at work

by  Anne Gibson 3 years ago 22 Views ▾



Anne Gibson

@perpendicularme

[Follow](#)

Just because we designed a product to perform a certain task doesn't mean that's how users will use it. [#hypothesis](#)

1:12 PM - 3 Jun 2014

   1



Anne Gibson

@perpendicularme

[Follow](#)

Our job is to figure out how to best meet customer and business needs so we build what they need. [#hypothesis](#)

1:12 PM - 3 Jun 2014

   1



Anne Gibson
@perpendicularme

 Follow

Formspring put two months of effort into building a feature nobody wanted or used. [#hypothesis](#)

1:15 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

We still think we're building defined products, like physical chunks of code, but we're not. We can show things to clients early [#hypothesis](#)

1:16 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

We want to build a continuous conversation, iterating and optimizing until we get it right. [#hypothesis](#)

1:16 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Looking into a fog is like thinking in a Lean way. Each time you take a few steps forward you know where to step next. [#hypothesis](#)

1:17 PM - 3 Jun 2014





Anne Gibson
@perpendicularme

 Follow

Bring the true nature of the product experience as quickly as possible collaboratively and cross-functionally. [#hypothesis](#) [#leanux](#)

1:19 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

It's easy to look a scene and guess at an understanding, but the deeper you go the better understanding you have of what's really going on.

1:22 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Why are we doing this? Name assumptions. Write a test (like test-driven development), make an MVP, test, synthesize, repeat. [#hypothesis](#)

1:25 PM - 3 Jun 2014



Ellen King
@ellenking

 Follow

MVP minimum viable product. What's your definition?

1:26 PM - 3 Jun 2014





Anne Gibson

@perpendicularme

 Follow

“We guess it. We compare to experiments. If it disagrees with experiment, it’s wrong. That’s all there is to it” Richard Feynman
[#hypothesis](#)

1:50 PM - 3 Jun 2014



Anne Gibson

@perpendicularme

 Follow

The challenge is to try to shift conversations from who wants what to why we’re doing it & hypothesizing to reduce risk.
[#hypothesis](#)

1:51 PM - 3 Jun 2014



Anne Gibson

@perpendicularme

 Follow

In production, inventory is risk. In software, our inventory is a backlog of untested ideas. That’s risk. [#hypothesis](#)

1:51 PM - 3 Jun 2014



Anne Gibson

@perpendicularme

 Follow

Time between the hypothesis and testing it is the waste. Our job is to lower the amount of time between hypothesis and test.
[#hypothesis](#)

1:52 PM - 3 Jun 2014





Anne Gibson
@perpendicularme

 Follow

Requirements are a set of hypothesis. We believe _____. We'll know it's true when we see qualitative/quantitative X data
[#hypothesis](#)

1:53 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

In manufacturing, measure of progress is the production of things. [#hypothesis](#)

1:54 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

In agile the measure of progress is pushing finished code.
[#hypothesis](#)

1:54 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Lean startup: the measure of progress is learning. [#leanux](#)

1:55 PM - 3 Jun 2014





Anne Gibson
@perpendicularme

 Follow

Output: what we build.

Outcome: the change in huge world we want to see.

Impact: change we see over time. (NPS, revenue, etc.)

[#hypothesis](#)

1:55 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

We believe if we make the button bigger, infrequent visitors will find the button more easily and log in at an increased rate, measured by x.

1:57 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

360 degree assumptions. You'll be amazed at the variety of answers you get for "who's the customer?" Or "what do they want?" [#leanux](#)

1:58 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

A typical brief lists all the products and capabilities of the products. We start with the who and the why. [#hypothesis](#)

2:00 PM - 3 Jun 2014





Anne Gibson
@perpendicularme

 Follow

Who are your users? Write your personas - they capture your assumptions on the project. [#hypothesis](#)

2:02 PM - 3 Jun 2014

   1



Anne Gibson
@perpendicularme

 Follow

What outcome does the user seek from this product?
[#hypothesis](#)

2:05 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Brainstorm user needs, compare them, and group them
[#hypothesis](#)

2:13 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Features frequently sneak into outcomes. Ask "if you had that, what would result?" [#hypothesis](#)

2:30 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Thick sharpies and small postit note pads. Easy to read, keeps it short. [#hypothesis](#)

2:31 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

What outcome does the business seek? What are the predictors of success? [#hypothesis](#)

2:48 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Beware of using the ratings in the App Store as a measure of success. It is a reflection of the holistic customer experience. [#hypothesis](#)

3:06 PM - 3 Jun 2014



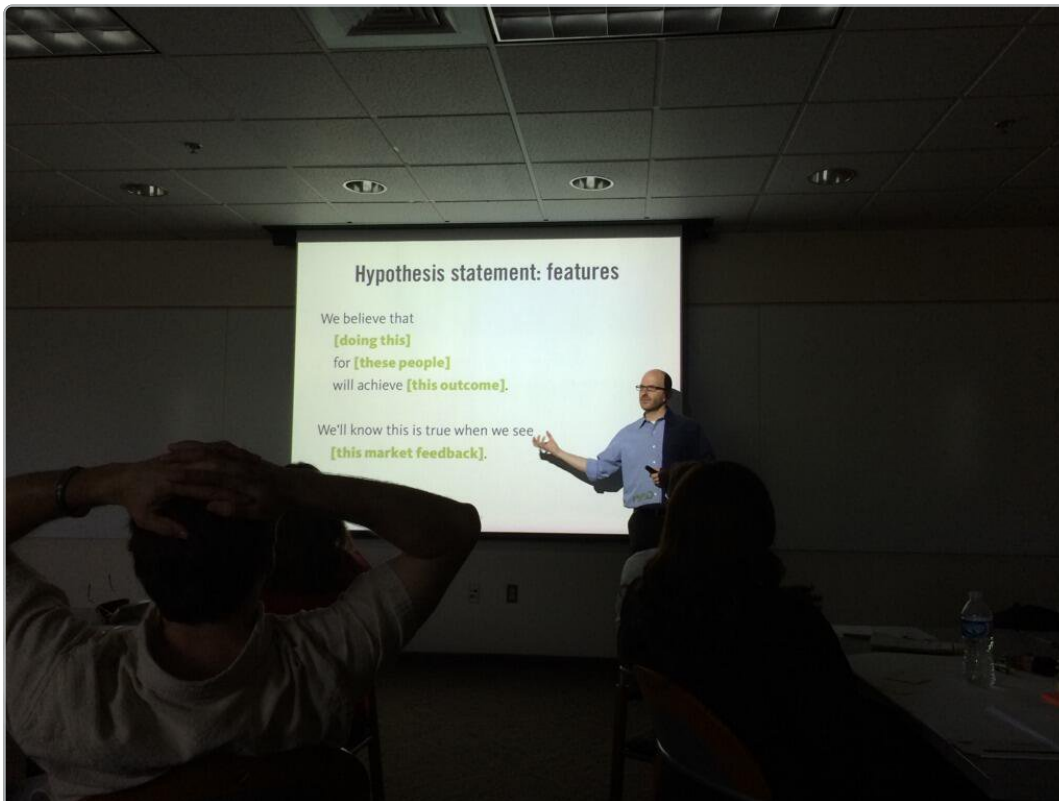
Anne Gibson
@perpendicularme

 Follow

The comments on the App Store for the NY Times app indicate its 2★ Rating is because people don't want to pay for the paywall. [#hypothesis](#)

3:07 PM - 3 Jun 2014





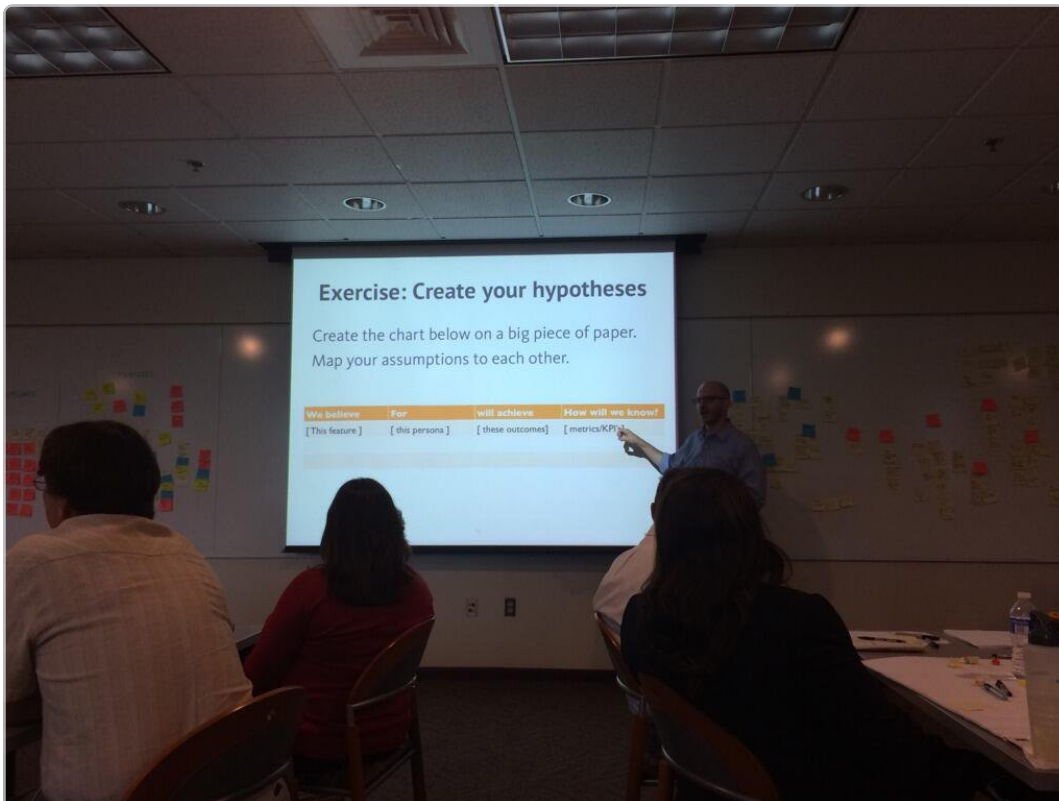
Anne Gibson
@perpendicularme

 [Follow](#)

Create your hypothesis.

3:11 PM - 3 Jun 2014





Anne Gibson
@perpendicularme

 Follow

Make a chart of features, personas, outcomes, & metrics.
[#hypothesis](#)

3:10 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Once you have completed hypotheses with a cross-functional team, you might be able to jump into estimating. [#hypothesis](#)

3:43 PM - 3 Jun 2014





Anne Gibson
@perpendicularme

 Follow

There is pre-work. There's some high-level success criteria you need. [#hypothesis](#)

3:44 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Test the riskiest assumptions first. Your cross-functional team knows which ones those are. [#hypothesis](#)

3:44 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Don't waste time on slam-dunk items, just start working on them. [#hypothesis](#)

3:45 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

How to test: First, "minimum viable product" doesn't mean "phase 1". Don't do more work than you need to. [#hypothesis](#)

3:46 PM - 3 Jun 2014





Anne Gibson
@perpendicularme

 Follow

The smallest thing you can make to test your hypothesis is your minimum viable product. It might be doing something.

[#hypothesis](#)

3:47 PM - 3 Jun 2014

  1 



Anne Gibson
@perpendicularme

 Follow

Your MVP could be a signed contract with a price point that you sell 10 times. [#hypothesis](#)

3:48 PM - 3 Jun 2014



Ellen King
@ellenking

 Follow

First business outcome should be customer love. [#leanux](#)

2:51 PM - 3 Jun 2014

   1



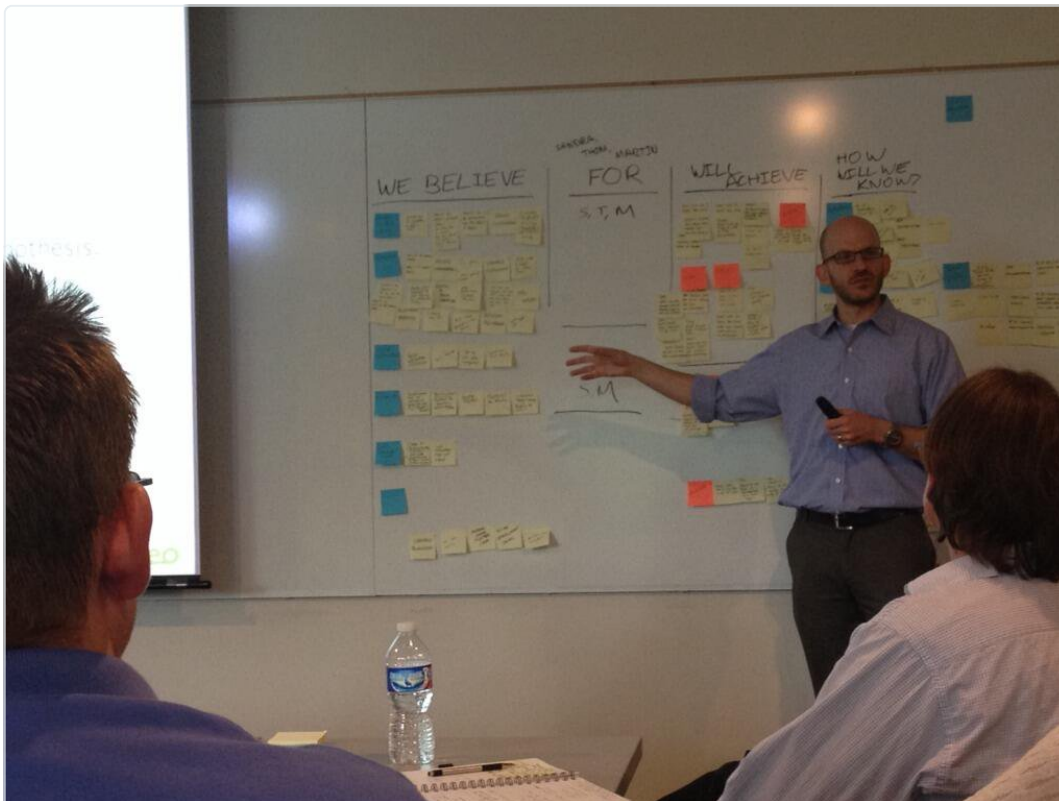
Anne Gibson
@perpendicularme

 Follow

A wooden block in your pocket you walk around with to see if the idea of a palm pilot even made sense. [#hypothesis](#)

3:50 PM - 3 Jun 2014



Ellen King
@ellenking

 Follow

Forming hypotheses with @jboogie in #leanux workshop.

3:45 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Are all outcomes touchy-feely things or is "I have a phone" an outcome? The needs (what do you need the phone for?) are the goal #hypothesis

3:53 PM - 3 Jun 2014





Anne Gibson
@perpendicularme

 Follow

If an organization is treating you badly, that's an organizational choice. If they want to change that, they can. [#hypothesis](#)

3:54 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

If you already have a list of features and goals, shift from writing hypotheses to testing hypotheses [#hypothesis](#)

3:56 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

You have to be able to massage the conversation with facts and data. Don't just respond to "build this" with "why?" [#hypothesis](#)

3:57 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

How do you deal with "we want cost up front"? Fund teams incrementally if you can. [#hypothesis](#)

3:59 PM - 3 Jun 2014





Anne Gibson
@perpendicularme

 Follow

An executive sponsor who holds back the flood of crap so some small teams can work can be a great way to start. [#hypothesis](#)

4:00 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

When does it make sense to transition from user testing to production? Depends on the pace. What do you want to learn first? [#hypothesis](#)

4:01 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

The less certain you are, the lower the fidelity. The more certain you are, the higher the fidelity of the hypothesis. [#hypothesis](#)

4:02 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

This is something like user research and conversations. The more you do it, the better you get. [#hypothesis](#)

4:03 PM - 3 Jun 2014





Anne Gibson
@perpendicularme

 Follow

What do you do when the business doesn't believe you? Ask why they're wasting your time. (Nicely.) [#hypothesis](#)

4:04 PM - 3 Jun 2014



Anne Gibson
@perpendicularme

 Follow

Lab testing and site testing - local and remote - are equally valuable. The ultimate is what are you asking and why?

[#hypothesis](#)

4:05 PM - 3 Jun 2014

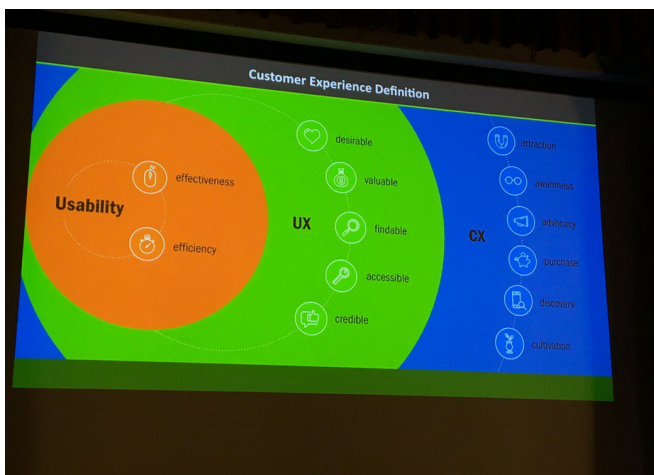


Like



Share

Related stories



UX Research = UX Innovation

Career Growth Through