GOING POSTAL 3 smartpost.fi ₩ 8 **Design Project 2019** Image: https://www.posti.fi/business/parcels-and-logistics/domestic-parcels/

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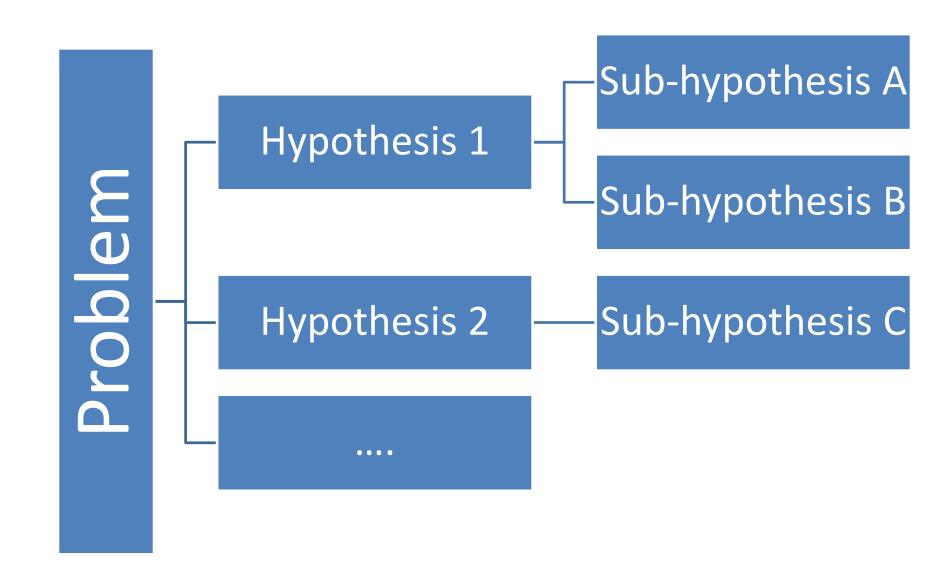


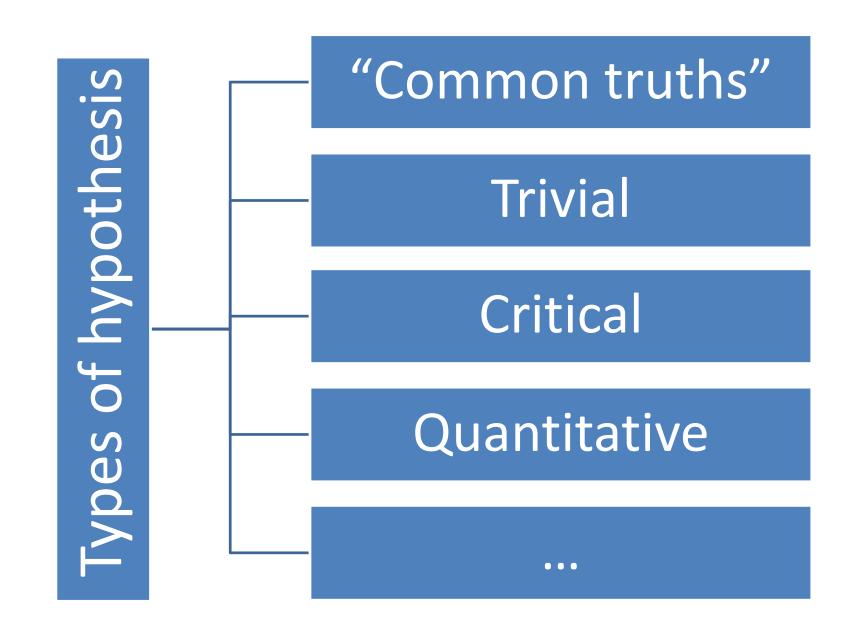
What should we study next?

- Infinite amount of options
- You cannot study all
- You must make a choice on
 - —What to study
 - —How to study

What is an hypothesis?

A statement Correctness unknown Can be tested Is relevant





"People have a problem shipping big items"

- "People"
 - —Top level is trivial
 - –Types of people = customer segments very critical
- "have a problem"
 - -One or more?
 - –Are they real problems?

"People have a problem transporting big items"

- "shipping"
 - -How far is "shipping"?
 - -What modes of transport are "shipping"?
- "big items"
 - -How big is big? Quantitative hypothesis

What hypothesis should we test?

Problems before solutions Most critical first Resources available

How should we test an hypothesis?

Experiments

(Reasonably) clear goal A method for testing A criteria for success A plan/design Execution

Types of input

Relevance/reliability of customer understanding Use Beta testing Reliability Experiments/prototypes Contextual inquiry **Interviews** Market research Specific service/sw Market Scope