

GOING POSTAL



Hypothesis based experimentation

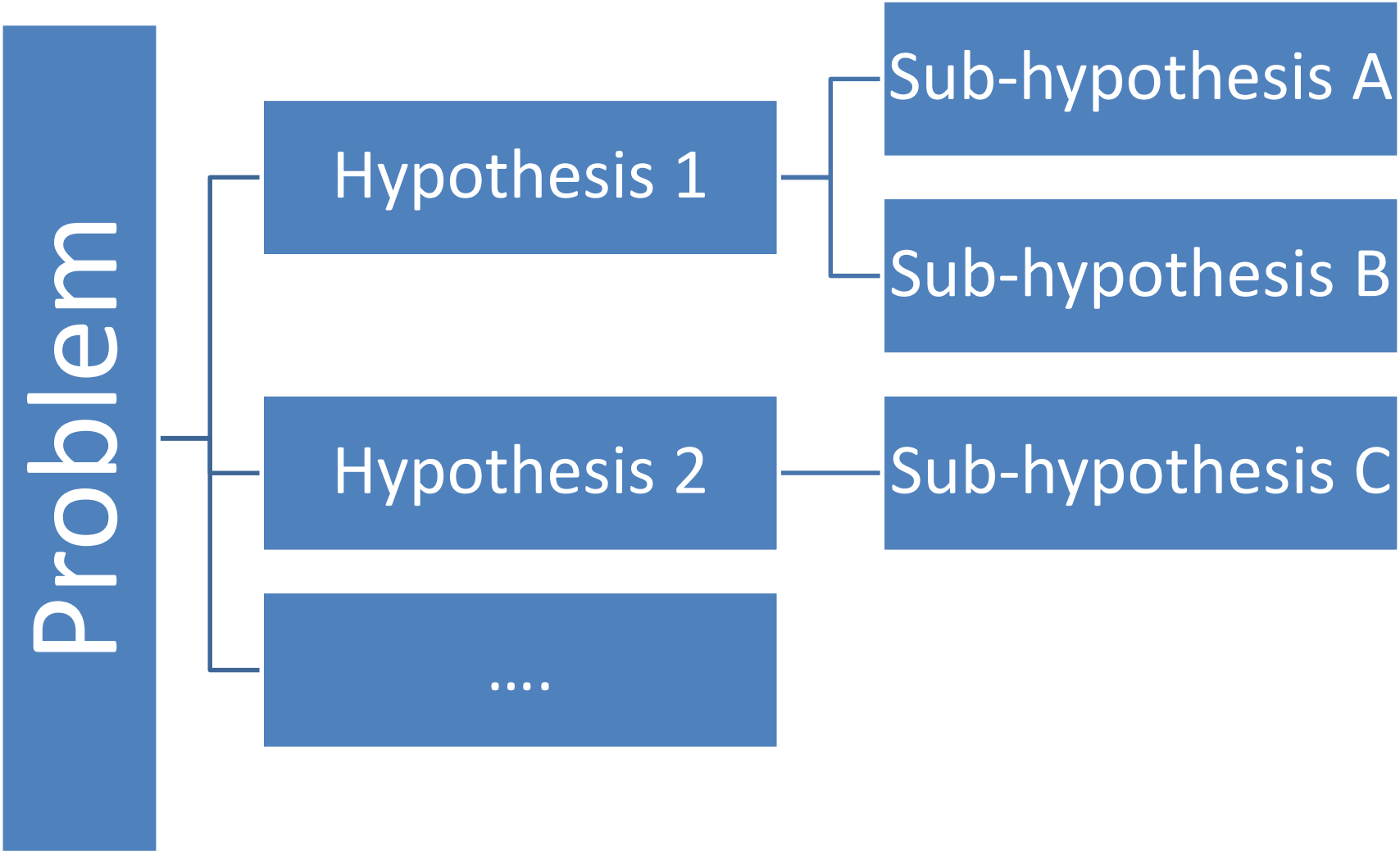


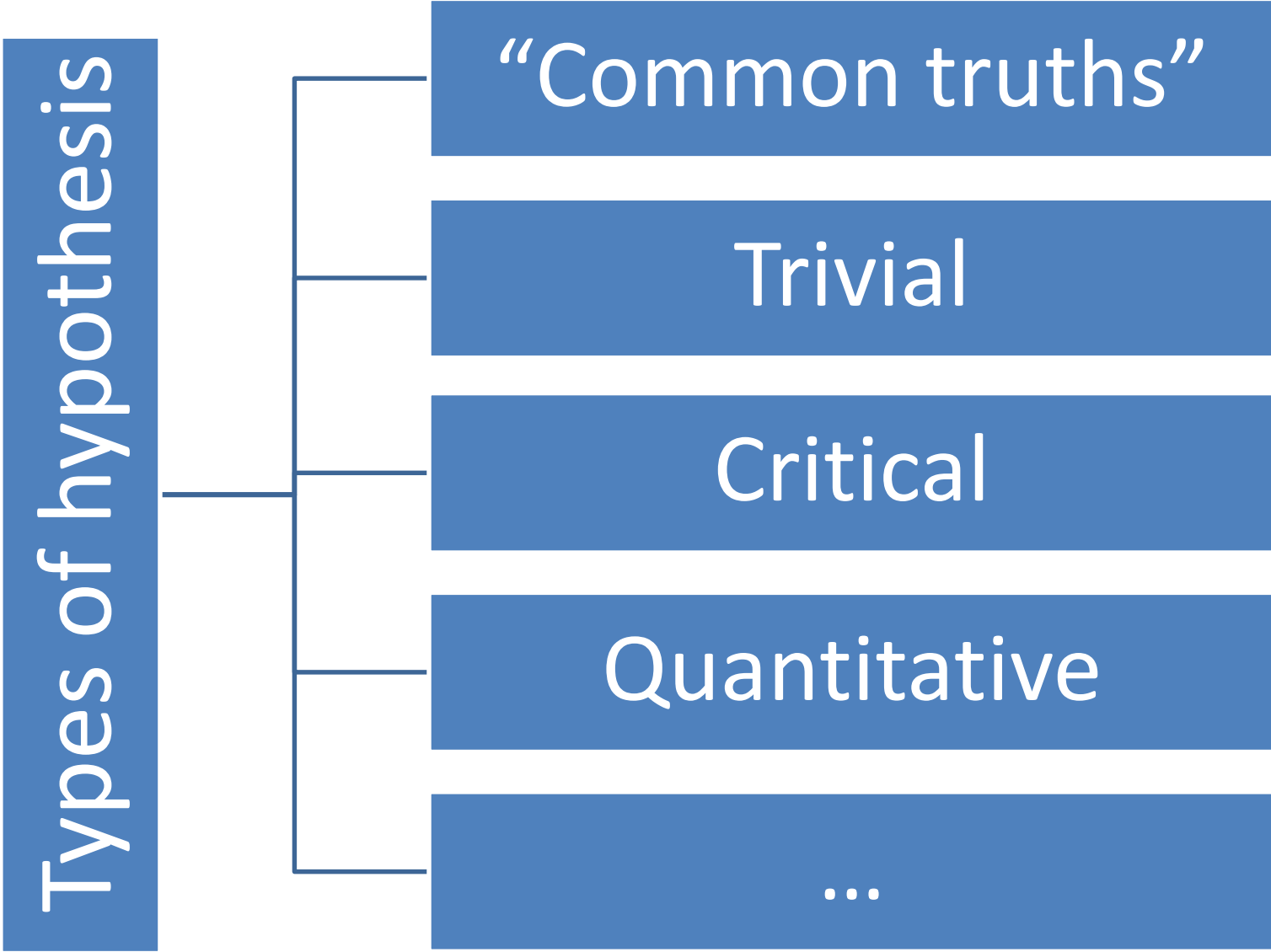
What should we study next?

- 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

