

UTILITY TESTING DESIGN

Worksheets, updates and comments available online:



Problems it Solves

This exercise will feel familiar. You've gone through a similar process with Offer Testing and Currency Testing. In this chapter, you are going to repeat the process with your Utility Test.

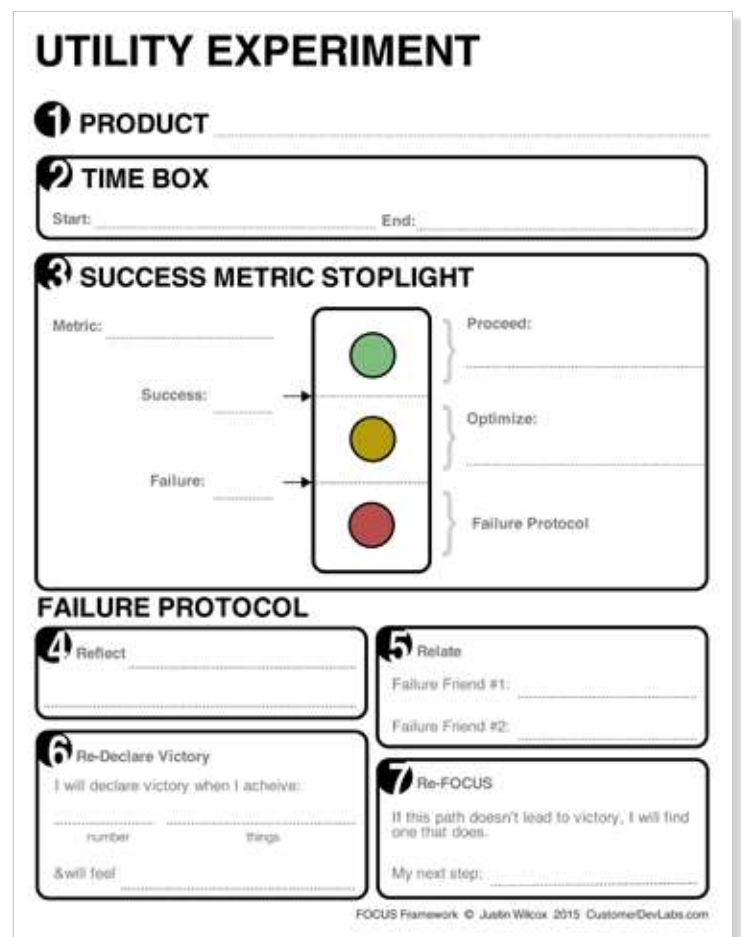
By the time you are finished with this chapter, you will have:

- Defined your success metric stoplight
- Outlined your failure protocol
- Launched your first Utility Experiment

The Utility Success Metric Stoplight

Take out your Utility Experiment worksheet.

To begin with, you'll pull in some information from your existing completed exercises.




UTILITY EXPERIMENT


1 PRODUCT _____


2 TIME BOX
Start: _____ End: _____

3 SUCCESS METRIC STOPLIGHT

Metric: _____

Success: _____ →  Proceed: _____

Failure: _____ →  Optimize: _____

 Failure Protocol: _____

FAILURE PROTOCOL

4 Reflect _____

5 Relate
Failure Friend #1: _____
Failure Friend #2: _____

6 Re-Declare Victory
I will declare victory when I achieve:
number _____ things _____
& will feel _____

7 Re-FOCUS
If this path doesn't lead to victory, I will find one that does.
My next step: _____

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