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.

Step 1