

# Shifting to an Experimental Mindset: The Dos and Don'ts of Hypothesis Testing

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It all starts with a **good idea.**

**Confidence** is not connected to reality.

Confidence is a symptom of **coherence**.

Coherence doesn't necessitate **truth**.

Research in Motion was confident in their  
**secure network.**

Yahoo was confident in their **start page.**

What **assumptions** are you making?



**Wisdom** = knowledge + doubt

Work toward your vision with **conviction.**

And be prepared to be **wrong.**

We need to be **wise** about our product decisions.

We can't **predict the future.**

We will be **wrong.**

We don't know what's best for our  
**customers.**

We don't know

**what to build next.**



And we don't know

**when we can deliver it.**

We need to **update our methods**  
to acknowledge these truths.

Instead of writing **50-page PRDs** ...

... we need to **build iteratively.**

Instead of **telling** our customers what's on  
our roadmaps ...

... we need to test our hypotheses in  
**customer interviews.**

Instead of **building 10 features** to  
find out only three worked ...

... we need to **run 10 experiments**  
and only build the 3 that worked.



What would happen if your **competitors**  
started working this way?

How do you shift to  
**an experimental mindset?**

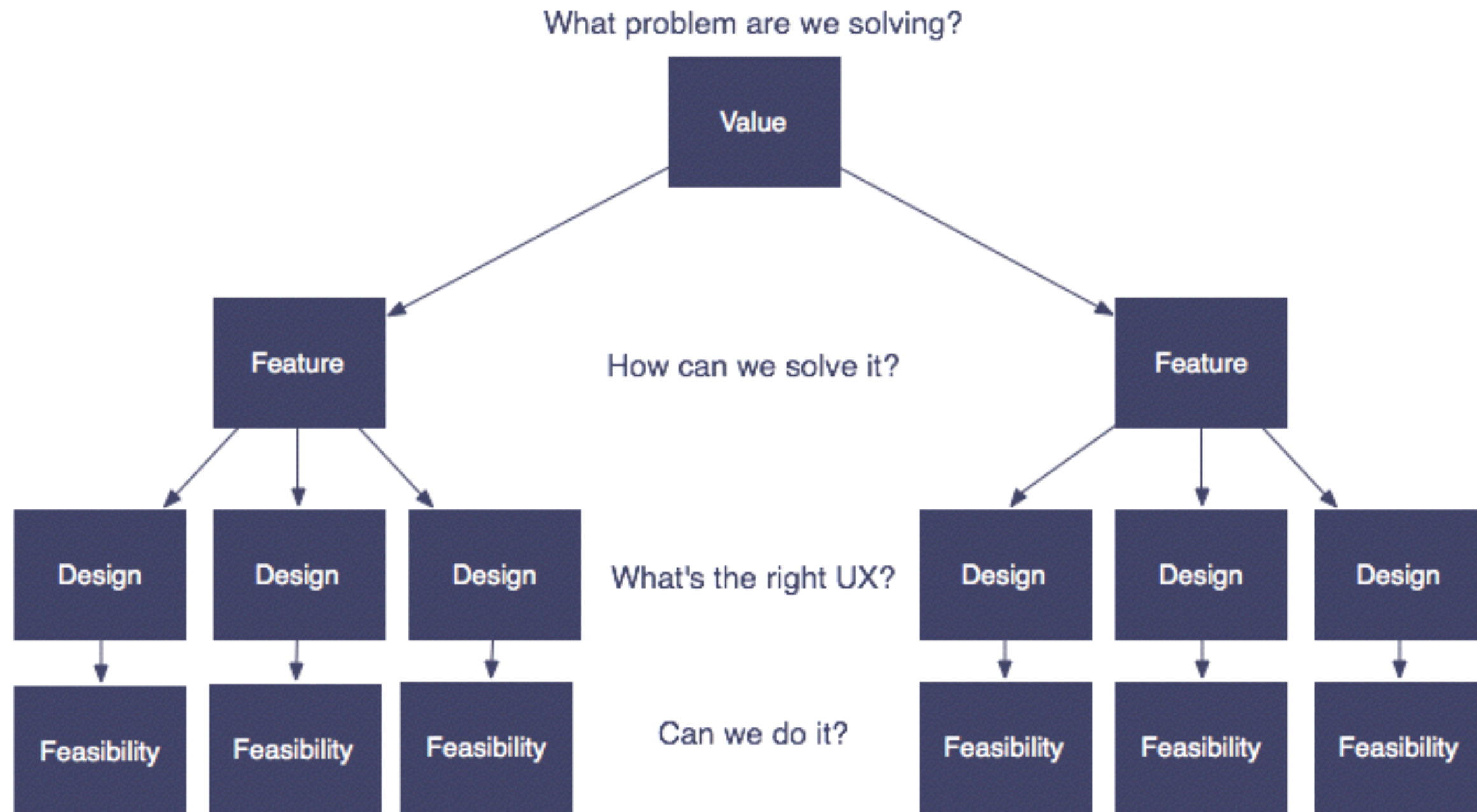
Be **prepared** to be wrong.

Test your **assumptions.**

Experiment **before** you build.

Know what you need to **learn.**

# Levels of Product Analysis



Start with good **hypotheses.**



what's  
the change?

what's  
the impact?

for who?

by  
how much?

for  
how long?

Examples:

Design x will increase conversions for search campaign traffic by 10% after 7 days.  
the change the impact for who how much how long

The 5 components of a **good** hypothesis.

Let's keep the  
conversation going.

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