Experimentation and Customer Relationships

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Week 3 seminar, in two topics. See comp1100[1] for course logistics.

Outline

1. Business model canvas (revision) — hypotheses turning into facts
2. Experimentation: why, what makes a good hypothesis, test and learning cards
3. Customer relationships: get, keep, grow
4. Channels

Experimentation

See [experimentation] — the two types (generative/exploratory and evaluative) and two reasons, the scientific method, Steve Blank's seven-step lean startup loop, the six data collection methods, and what experiments should look like.

Falsifiability is the whole game. An exercise: design a *non*-falsifiable hypothesis and say why it isn't falsifiable. For example —

[1] courses/comp1100/comp1100.pdf

> "This solution will help this segment of customers improve their health over the long term."

— then convert it into one that can come back false.

Test cards and learning cards

See test-cards-and-learning-cards[2] for both formats and four worked examples from the medical alert system, including the rejected hypothesis that produced a more valuable side-finding than the accepted one.

Customer relationships

See customer-relationships-and-channels[3] — the get/keep/grow lifecycle with its viral loop, the five foundational questions, the awareness→interest→activation funnel and its arithmetic, paid vs earned demand creation, and the churn table.

The churn numbers are the ones worth remembering: at 1% monthly churn you keep 69.8% of customers after three years; at 10% you keep 3.14%.

Key takeaways

- Experiments = gain insights about customers and products.
- Hypotheses must be **falsifiable**.
- Test cards structure our hypotheses; learning cards structure our learnings.
- Refuted hypothesis ask **why**.

Housekeeping

- All non-personal communication with your legend goes through **MS Teams**; general questions to 'General'.
- **One-on-one meetings: you must sign up and attend.** This is a participation requirement — it's a meeting with a supervisor.

[2] courses/comp1100/test-cards-and-learning-cards.pdf
[3] courses/comp1100/customer-relationships-and-channels.pdf

Homework

As a team: agree on which project challenges to tackle (can be more than one). Derive a set of hypotheses and **5–10 interview questions** to understand the problems UQ students have related to your challenges — one set for the whole team.

Individually: interview **at least 2 customers each** (not family members or close friends), giving 8–10 interviews across the team. It's fine to go out in pairs, but everyone does their own two. For each: (a) **ask for consent**, (b) **record** the interview, (c) **transcribe** it to text with the software from this week's activity.

As a team, before next week's studio: analyse the interview data. What are the common themes? The common pains? Are there particular segments of the UQ student population that have these pains? Then revise your interview questions based on what you learnt — did the interviews suggest new hypotheses?

Next week

Seminar: 2025-08-18-minimum-viable-products-and-prototyping[4].

[4] courses/comp1100/2025-08-18-minimum-viable-products-and-prototyping.pdf