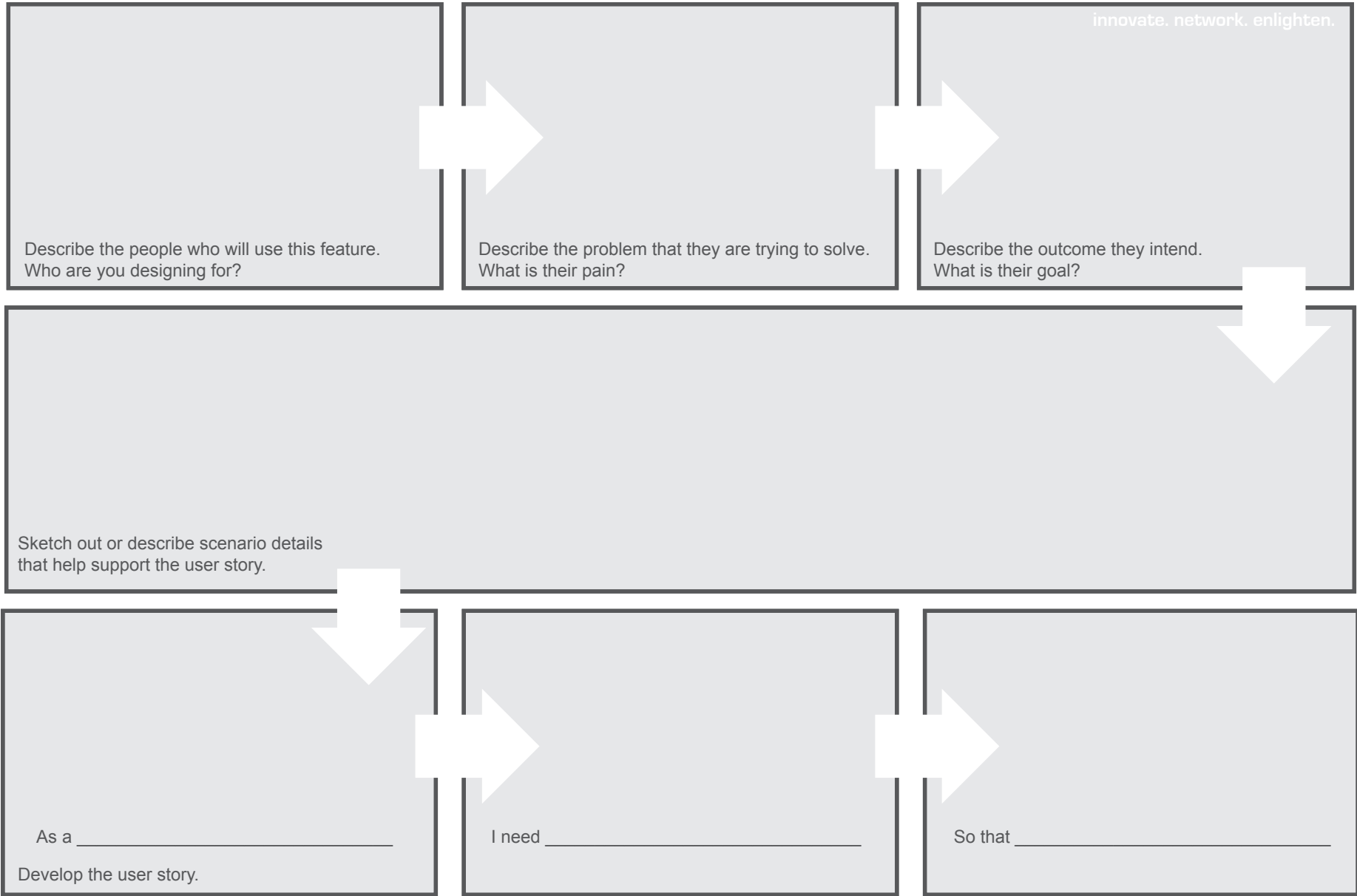
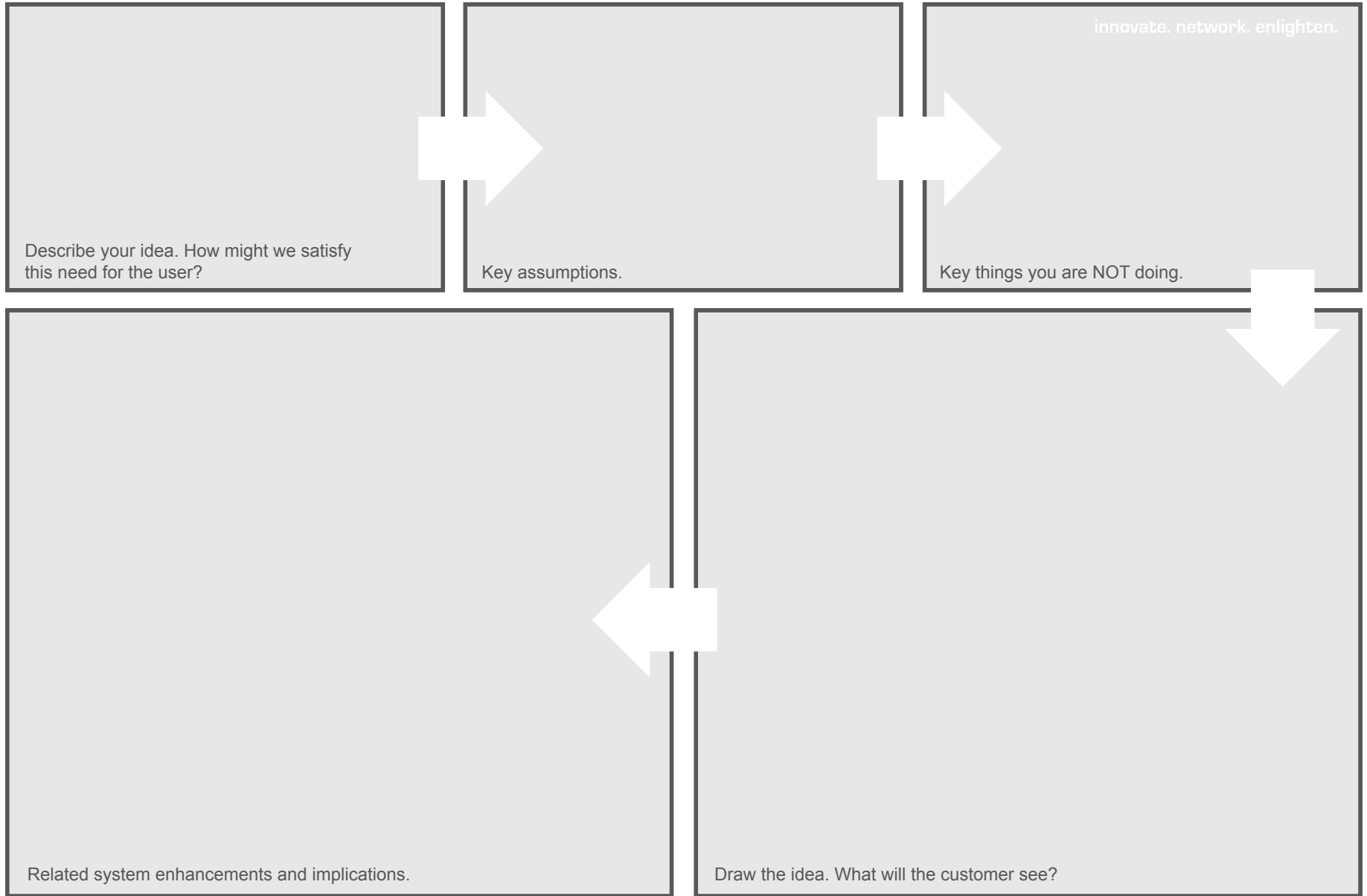


UNDERSTAND THE USER



DEVELOP THE CONCEPT



RAPID MOCK-UP AND CUSTOMER FEEDBACK



- Share the Concept Worksheet(s)
- Share Paper Mock-ups
- Share Modified Screen Shots
- Share Quick Study
- Provide Live Demo
- Other _____

Select the method that best allows early feedback from customers you identified.



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Notes

Customer #1 Contact Details	Customer #2 Contact Details	SJSU Contact Details
Name _____	Name _____	Name _____
Role _____	Role _____	Role _____
Company _____	Company _____	Company _____
Phone _____	Phone _____	Phone _____
Email _____	Email _____	Email _____

Which customers are you going to share this with?

Learning Plan: What is your hypothesis What are you trying to test? How do you know if the test is successful?

HYPOTHESIS WORKSHEET



Hypothesis Name

Hypothesis Description: What needs to be learned?

Value Proposition: How does this hypothesis prove value?

Next Steps

What can you do quickly to test and develop this idea?

What needs to be learned? How does this prove your hypothesis?

Describe the process to undertake this quick experiment?

What and/or who is needed to conduct this experiment?

HYPOTHESIS WKSHT EXAMPLE



Hypothesis Name

Millennium Falcon as a Sound Skins

Hypothesis Description: What needs to be learned?

Will making an electric car sound like the Millennium Falcon from Star Wars make the car more enjoyable and alert pedestrians of the approach of an electric car?

Value Proposition: How does this hypothesis prove value?

If drivers enjoy personalizing the sounds their car makes, this will prove value for drivers in sound skins.

If pedestrians are more aware of the electric vehicle with a sound skin, that proves it increases safety.

Next Steps

What can you do quickly to test and develop this idea?

Use an external speaker on a Toyota Prius attached to a Millennium Falcon sound generator in a location with lots of pedestrians.

What needs to be learned? How does this prove your hypothesis?

The hypothesis is that pedestrians will recognize the approaching car before it becomes a safety issue; people will find it humorous and fun, not irritating.

Describe the process to undertake this quick experiment?

Put an external speaker on a Prius attached to an iPod that creates Millennium Falcon noises controlled by the passenger.

What and/or who is needed to conduct this experiment?

Prius car, external speaker, iPod, Millennium Falcon MP3s, public area with lots of pedestrians.