

TEST CARD



Module
III



Course
Testing
Business Ideas



Topic 3
Test



Lesson 2
Experiments

Activity

- **Short Description:** Students will learn how to use Test Card for Experiments.
- **Methodology:** Inductive learning
- **Duration:** 15 min
- **Difficulty (high - medium - low):** Low
- **Individual / Team:** Individual
- **Classroom / House:** This activity allows the whole to be carried out at home.
- **What do we need for this activity?**
 - Papers, pens, Test Card

Description

- **Text description:**

An experiment is a procedure performed to support, disprove, or confirm a hypothesis.

Why are experiments important? Experiments are helping with reducing the risk and uncertainty of business ideas, they providing weak or strong evidence that supports or disproves a hypothesis, and they can be fast or slow and cheap or expensive to perform. Now we will talk about a tool named Test Card. Test Card is a tool that allows you to test the Hypothesis, and we will learn how to use this tool in the right way.



- **Illustration:**

Test Card Strategyzer

Test Name: _____ Deadline: _____

Assigned to: _____ Duration: _____

STEP 1: HYPOTHESIS
We believe that _____
Critical:

STEP 2: TEST
To verify that, we will _____
Test Cost: Data Reliability:

STEP 3: METRIC
And measure _____
Time Required:

STEP 4: CRITERIA
We are right if _____

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Instructions

STEP 1: You need to give a name to your Test. For example Entrepreneurial Finance Course.

STEP 2: Assign test. For example, assigned to Anna.

STEP 3: Hypothesis -Here you need to describe one thing that has to be true for your idea to work in the right way. You need to test important hypotheses first.

For example, We believe that are willing to pay 300 dollars for a self-service Entrepreneurial Finance Course.

This is the hypothesis that we want to test before designing the course. And we have to mark on the test card whether this hypothesis is critical.



STEP 4: To verify the previous step what we can do? For example, we can simulate the sales of course on our website. And we need to mark on Test Card how much this course costs, and also to describe how reliable the data is.

STEP 5: Metric - Measure what you will use during the experiment. What we are going to measure? For example, How are many visitors coming to the website will convert to our buyers?

STEP 6: Criteria - The success criteria that you will use to validate your experiment metric. Is your hypothesis true or false?

For example, We are right if the conversion rate is at least as high as the conversion rate for the Digital Marketing for Orange Economy online course.

And those are the steps. Now is your turn to fill out the Test Card.

Create multiple experiments for hypothesis, because you can't get all the information that you need from just one experiment. In real life, it takes several experiments to generate the possibility of a successful business.

Expected outcomes

- Students will learn how to use a test card and how to test a hypothesis for an idea they believe in.

This activity can be used in other (module, course, topic, lesson): III.1 Business Model Creation

DIGICOMP (Competences developed): *Browsing, searching and filtering data, information, and digital content, Identifying needs and technological responses*

ENTRECOMP (Competences developed): *Vision , Spotting opportunities*



ANNEX:

DIGCOMP	ENTRECOMP
<p>1. INFORMATION AND DATA LITERACY</p> <p>1.1 Browsing, searching and filtering data, information and digital content</p> <p>1.2 Evaluating data, information and digital content</p> <p>1.3 Managing data, information and digital content</p>	<p>1. IDEAS AND OPPORTUNITIES</p> <p>1.1 Spotting opportunities</p> <p>1.2 Creativity</p> <p>1.3 Vision</p> <p>1.4 Valuing ideas</p> <p>1.5 Ethical and sustainable thinking</p>
<p>2. COMMUNICATION AND COLLABORATION</p> <p>2.1 Interacting through digital technologies</p> <p>2.2 Sharing through digital technologies</p> <p>2.3 Engaging in citizenship through digital technologies</p> <p>2.4 Collaborating through digital technologies</p>	<p>2. RESOURCES</p> <p>2.1 Self- awareness and self- efficacy</p> <p>2.2 Motivation and perseverance</p> <p>2.3 Mobilizing resources</p> <p>2.4 Financial and economic literacy</p>



2.5 Netiquette	2.5. Mobilizing others
2.6 Managing digital identity	
3. DIGITAL CONTENT CREATION	3. INTO ACTION
3.1 Developing digital content	3.1 Taking the initiative
3.2 Integrating and re-elaborating digital content	3.2 Planning and management
3.3 Copyright and licences	3.3 Coping with uncertainty, ambiguity and risk
3.4 Programming	3.4 Working with others
	3.5. Learning through experience
4. SAFETY	
4.1 Protecting devices	
4.2 Protecting personal data and privacy	
4.3 Protecting health and well-being	
4.4 Protecting the environment	
5. PROBLEM SOLVING	
5.1 Solving technical problems	
5.2 Identifying needs and technological responses	
5.3 Creatively using digital technologies	
5.4 Identifying digital competence gaps	

