

Module III. Business

Testing Business Ideas Course

Topic 4. Experiments

Activity T4.L2.1. Storytelling



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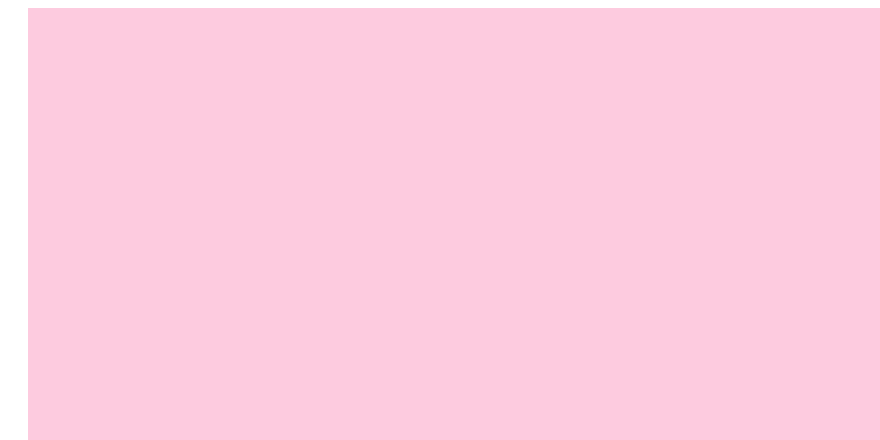
This topic...

has been prepared so that those interested in business ideas understand the importance of experiments.

It focuses on how to select right experiment and what rules you need to follow, different types of experiments, and how to validate your experiments.

Once the topic is completed and approved learners will be able to:

- 1 Select an Experiment
- 2 Discovery Experiment
- 3 Validate Experiment



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Pretend to own

Pretend own is the kind of experiment that involves creating a non-functional prototype of a low-fidelity solution to determine if it fits into a customer's daily life.



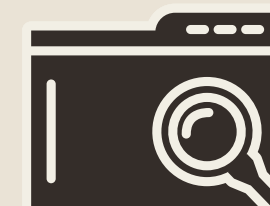
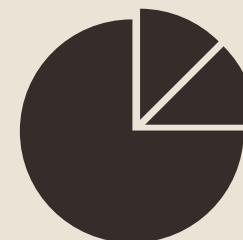
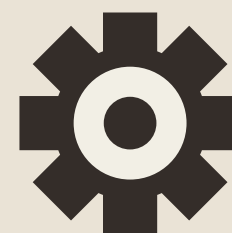
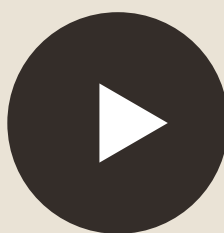
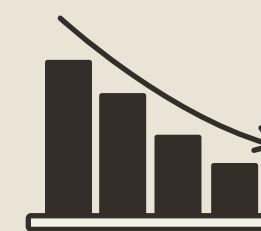
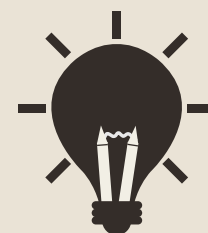
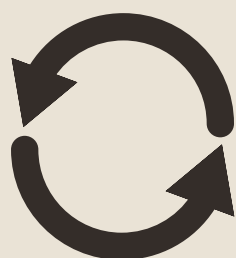
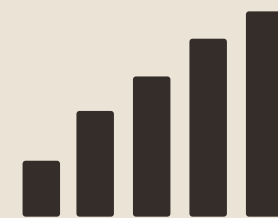
Storytelling



Storytelling is the process of using facts and narratives to convey something to the audience.

Activity

Read the story about Wooden Palm Pilot, answer the proposed question, and discuss the topic.



The best way to choose an
experiment is to choose it
**according to your needs and
capabilities.**



