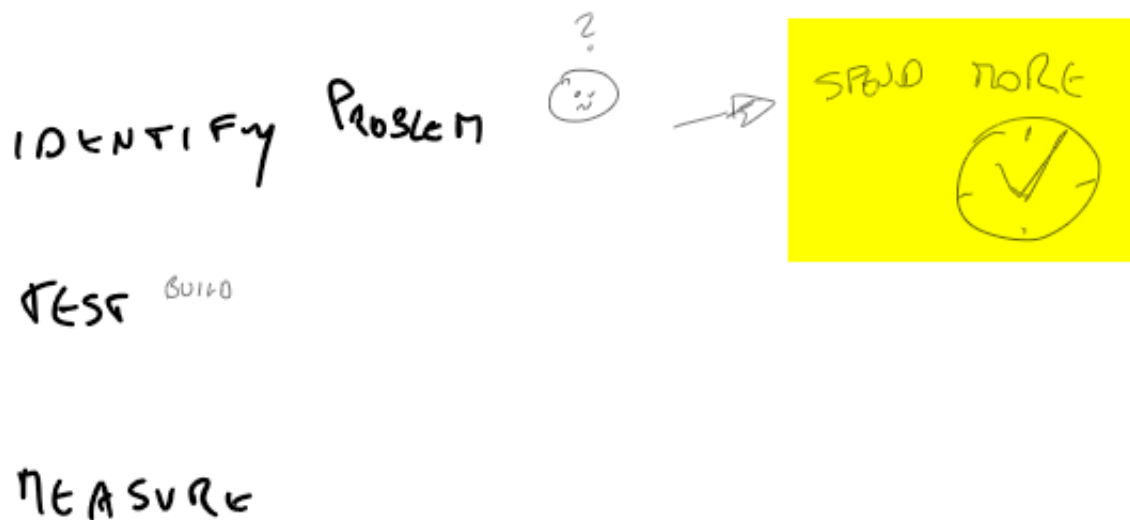


Product Management Festival: Hypothesis-Driven Product Management @ Facebook.

Highlight from #pmf19 – Product Management Festival 2019

The scientific method rocks product development approaches in larger and smaller companies. I like it.

Spend more time in the problem space with users



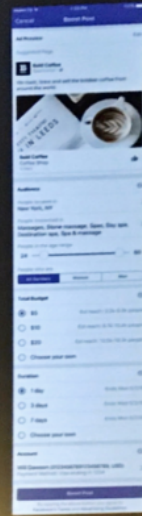
An example that Vijay showed with 3 hypotheses.

Customers told us what they were feeling!

"There's a lot going on here"

"The options are so confusing"

"How much am I paying and why?"



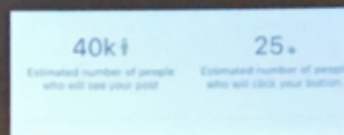
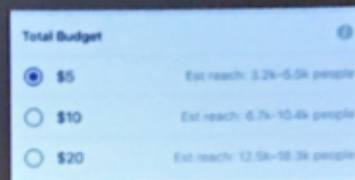
RETURNS → WHAT DO I GET?

BUDGETS → SPEND MORE? LESS? CHANGE?

CONFIRMATION → WHAT HAPPENS?

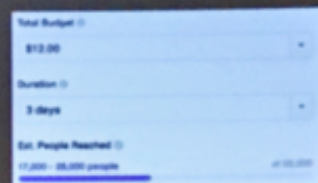
Hypothesis #1: Returns

By showing what a customer can expect to get in return for their spend, customers who enter the flow will convert at a higher rate

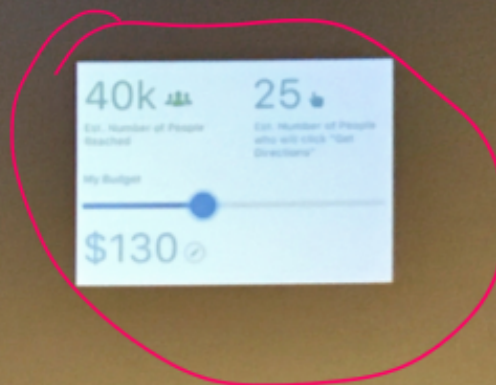


Hypothesis #2: Budgets

By showing the relationship between budgets and returns, customers who abandoned at the budget step will pick their own budgets at a higher rate



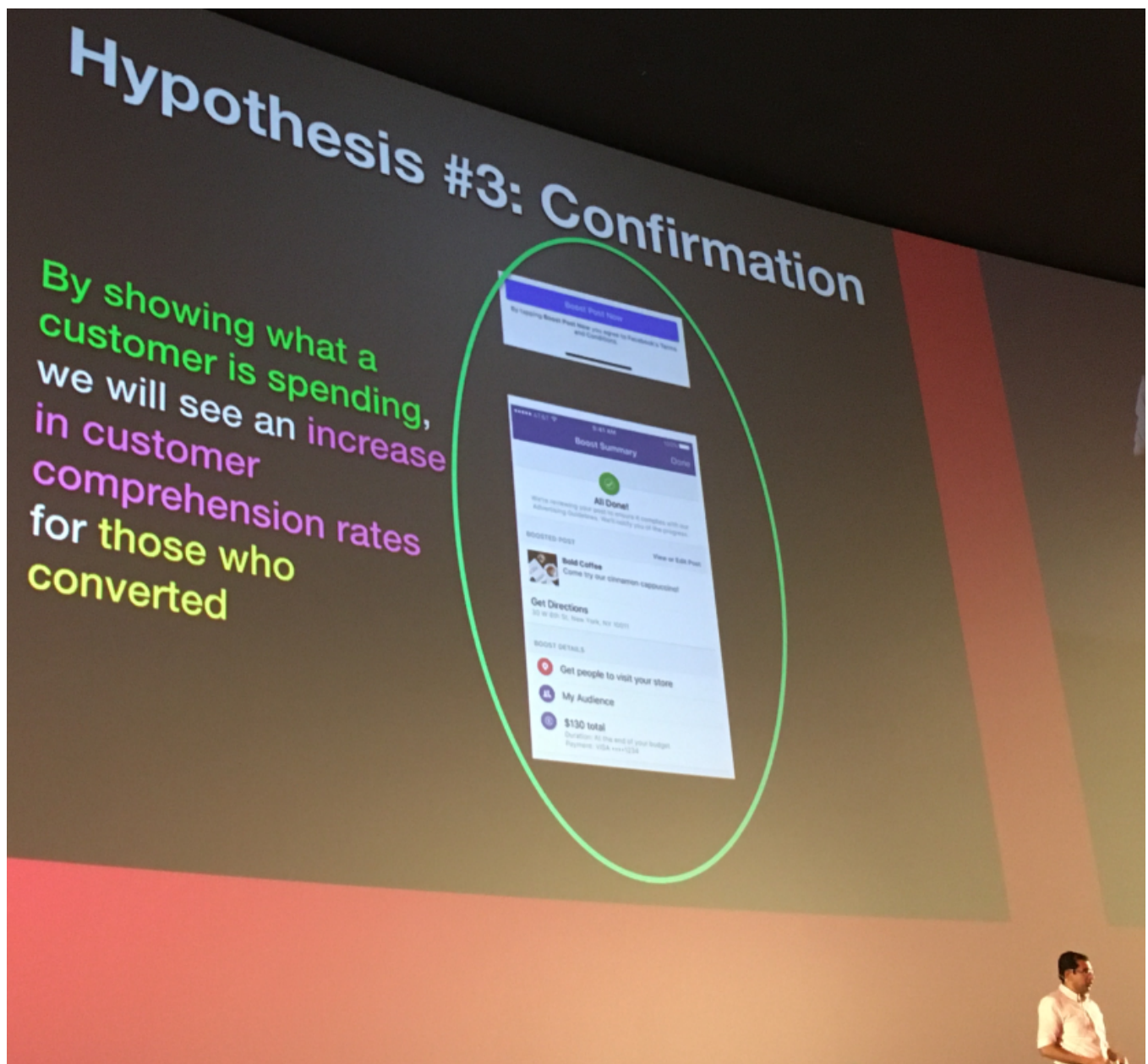
A screenshot of a digital interface for budget selection. It features three input fields: 'Total Budget' with a value of '\$12.00', 'Duration' with a value of '3 days', and 'Est. People Reached' with a range of '17,000 - 25,000 people'. A progress bar is visible at the bottom of the 'Est. People Reached' field.



No better picture of Hypothesis #3, but now you get a picture of Vijay ?

Product Management Festival: Hypothesis-Dr...

by Peter Gfader - <https://beyond-agility.com/highlight-from-pmf19-product-mangement-festival-hypothesis-driven-product-management-facebook/>



Thanks [Vijay Rangarajan](#)

[More highlights on the overview page.](#)

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