Civic Accelerator

A POINTS OF LIGHT PROGRAM

Customer Discovery Experiment

What is the problem/unmet need? (Problem Hypothesis – "C")

_____

For whom is this a problem? (Customer Hypothesis – "B")

_____

Be specific:

- **Who are they (key characteristics: gender, age, profession, education, etc.)** _____
  _____
- **What are they like? (observable traits/behaviors)** _____
  _____
- **What are they trying to do?** _____
  _____
- **What keeps them up at night?** _____
  _____
- **What makes them excited?** _____
  _____

To test that we will (Who will you talk to, how many conversations / interactions will you have?):

_____

Our hypothesis will be verified if (what percentage of subjects need to exhibit the behavior you're testing?):

_____

Test Subject Brainstorm

Name	Organization (if applicable)	Means of Contact / Known contact information
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		

Experiment Script Development

- Set the Stage:

- Collect Demographics:

- Confirm the problem:

- World View:

- Wrap it up: