



We have come to save  
humans from Digital  
Experiences that suck

# HEAT meet

Hypothesis Exploration And Triangulation meeting

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2023-01-12

**CONVERSIONISTA!**

# Goal of this workshop

Find and define new experiments with high potential

- Ideas will be collected, summarized and scored (for prioritization)
- Go into our hypothesis/idea backlog



# Agenda

- 1 Background data & insights
- 2 Hypothesis generation
- 3 Share
- 4 Sketch solutions
- 5 Share
- 6 Wrap-up!

# Background data & insights (10 min)



Focus area: ---

Example: Checkout



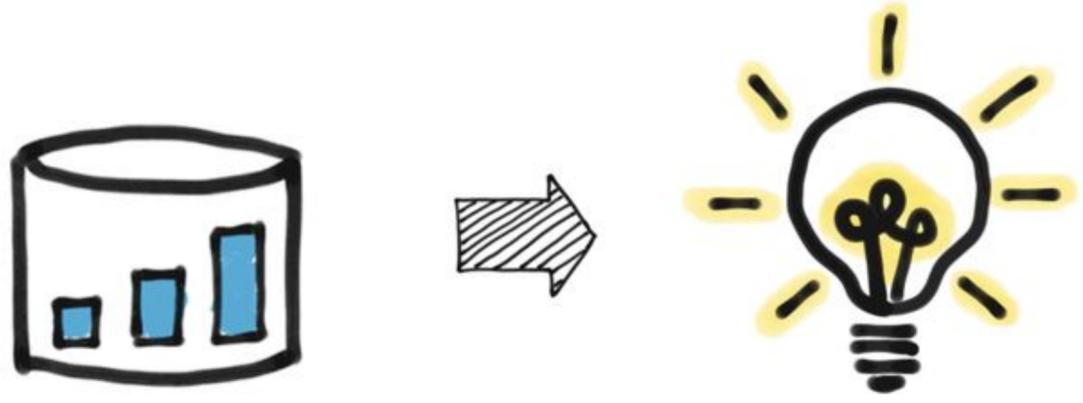
# Data data

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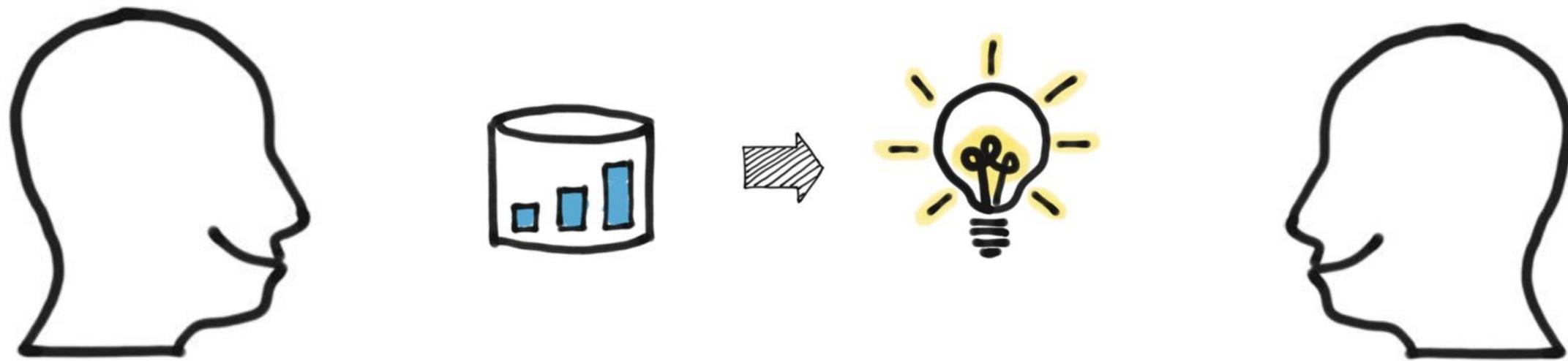
# Exercise: Hypothesis generation (5 min)

# Hypothesis generation (5 min)



**Keywords** are good enough, and the hypothesis should fit on a post-it note

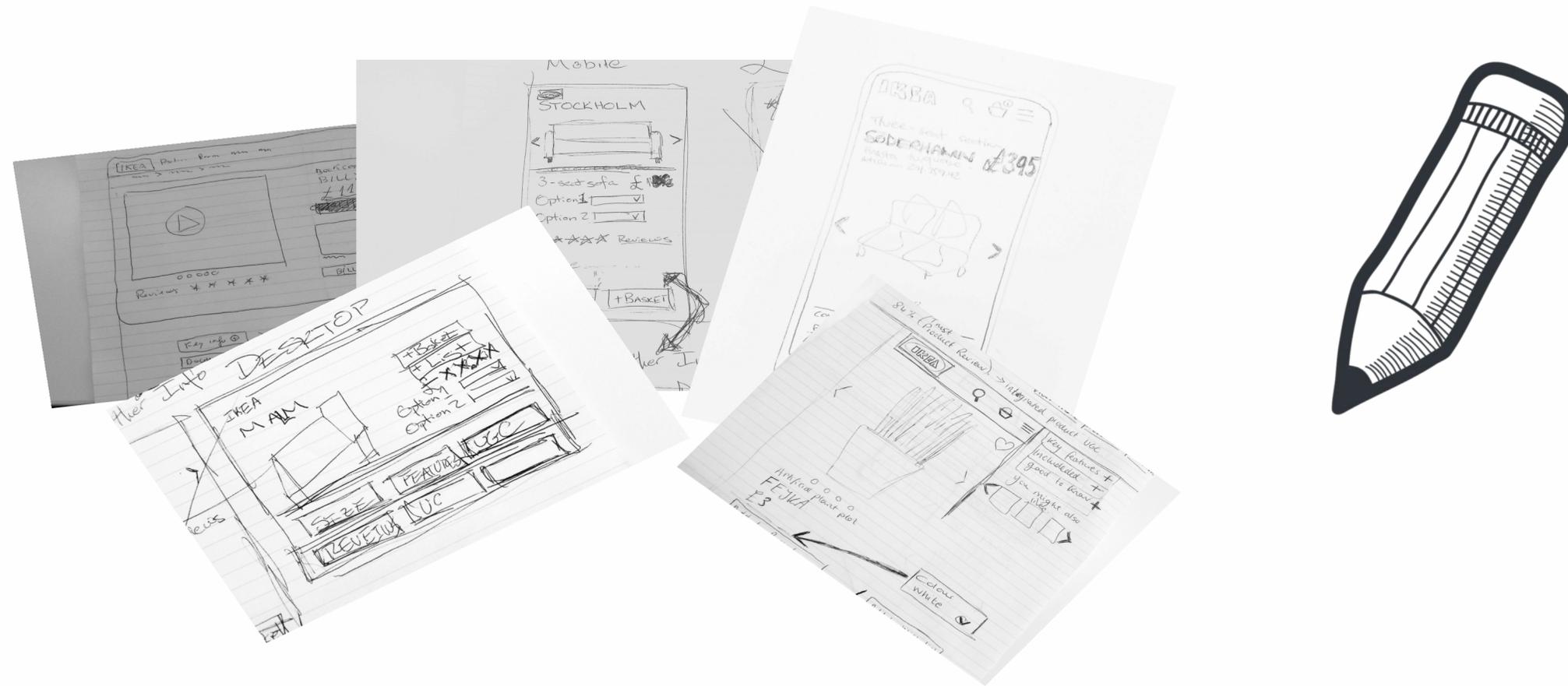
# Share hypotheses (10 min)



# Exercise: Sketch solutions (10 min)

# Sketch solutions (10 min)

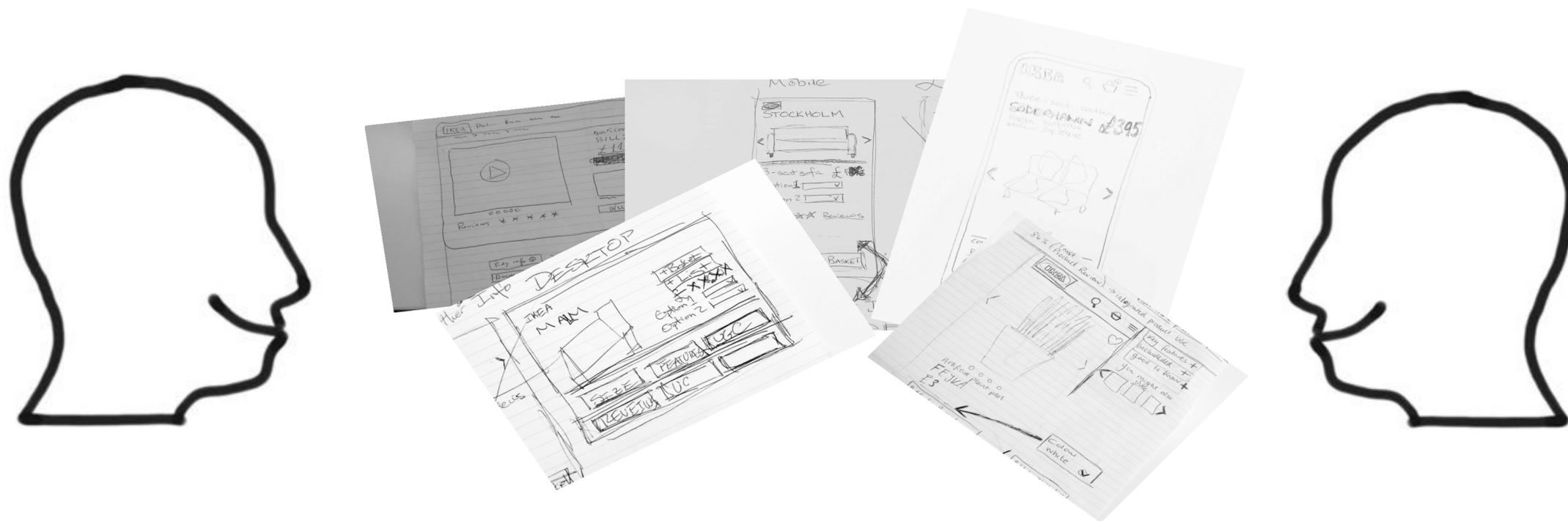
To encourage creativity and go towards a more concrete solution to your hypothesis, we will now **sketch a rough solution to your hypothesis**



**Don't worry, this is not an art competition :-)**

And don't be afraid to ask for feedback from the person sitting next to you!

# Share solutions (15 min)





Thank you!