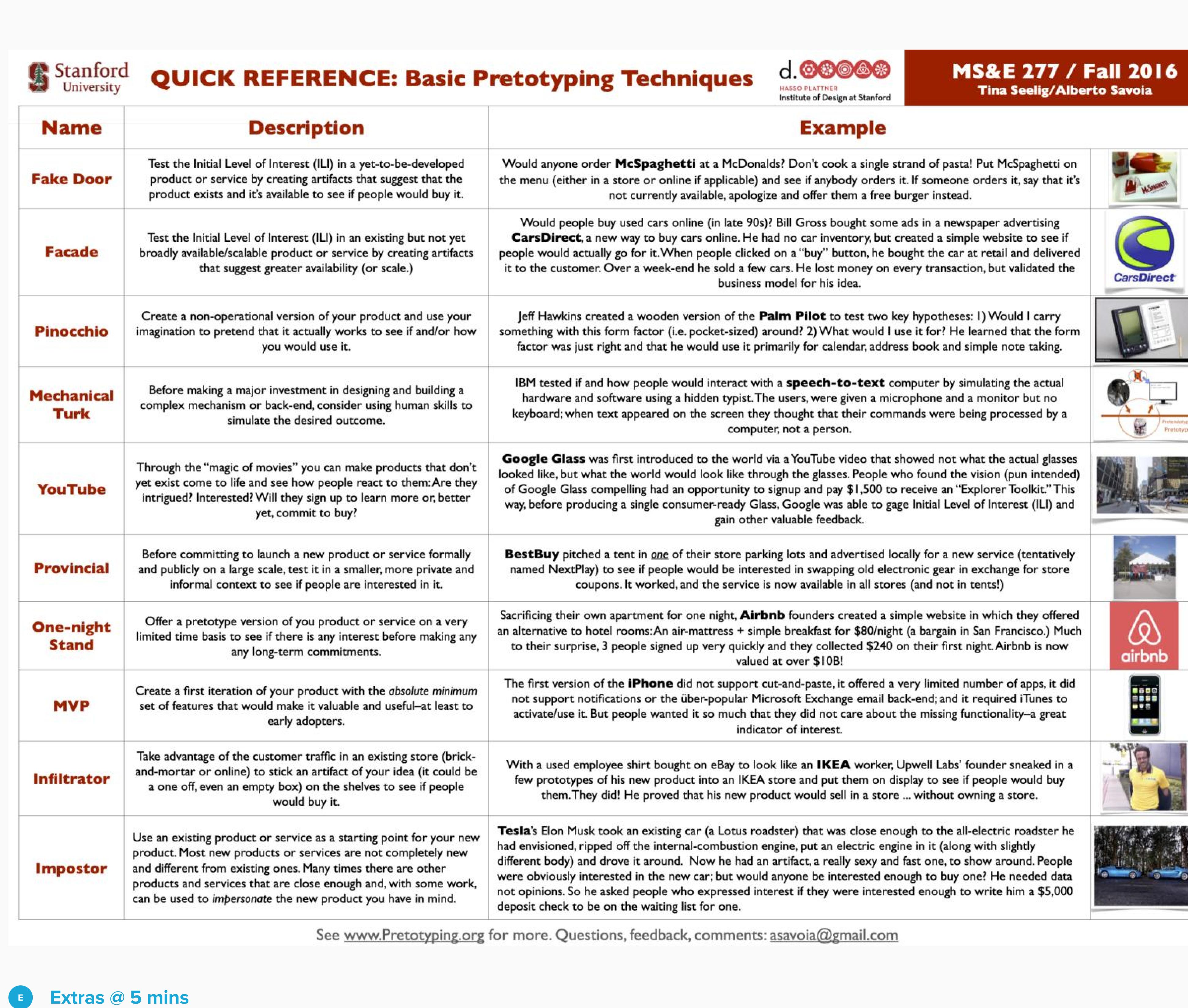
## Pretotype Planning Canvas v1

Adapted from The Right It: Why So Many Ideas Fail and How to Make Sure Yours Succeed, by Alberto Savoia

Market Engagement Hypothesis  A short sentence to encapsulate the basic premise of your idea and how you expect the market to engage with it.  Example:  Many dags owners don't like to drink allone: quite a few of them would buy drop-state beer, so their best friend can drink with them.  1 Your XYZ Hypothesis  Example:  At least 15% If your allone is pack of boer for dogs for \$4 when they buy dag food.	Idea	A single, short sentence to describe your idea.	XYZ Hypothesis  A clearly stated and testable MEH  Your MEH "said with numbers" to make	an objective and testable hypothesis. Align wit	th ROI.
Market Engagement Hypothesis  A delay are uncontromate on the born and alway purposes of the analysis of the second of the secon		Example:  Beer-for-dogs	X	Y	<b>Z</b>
Ask is a specific percentage of your more marked.  Since contact is marked ask of the season and the marked ask of the season and the season and the season ask of the season and the season ask of the season ask	MEH	Market Engagement Hypothesis			
stary picts government does to determine the company of the compan		basic premise of your idea and how you	X% is a specific percentage of your	Y is a clear description of your target	Z is how you expect the market to
Scale your hypothesis down into something testable @ 5 mins  Hypozooming ideas  Your XYZ Hypothesis down into something testable @ 5 mins  Hypozooming ideas  Your XYZ Hypothesis 'zoomed in' with regards to scope, space and time  I'm is about row our might test locally, and, chrom our perspective will be sharing the toward xYZ Hypothesis Stable down test sharing the stable perspective of the perspective of the stable perspective of the perspective of the perspective of the stable perspective of the stable perspective of the perspective of the stable perspective of the perspective of the perspective of the perspective of the perspectiv		Many dog owners don't like to drink alone; quite a few of them would buy dog-safe beer, so their best friend can	target market.  Example:	market.  Example	engage with your idea  Example  Will buy a \$4 six-pack of beer-for-dog
Scale your hypothesis down into something testable @ 5 mins  • Hypozooming ideas  Your XYZ Hypothesis "somed in" with regards to scope, space and time  Think doc.1 over our inquirect locally, custely and inexpensive youthle staying rue to your XYZ Hypothesis because  Scale your to supplies at the west Dogs R Us store or people ordering from depir-rus cannot Dogs R Us recebbory page.  • XYZ Hypotheses  Small, local, and inexpensive testable XYZ Hypotheses from many need multiples  Example.  At least 10% of depole during page food at my local Dogs R Us this weekend, will buy a six cock of peer-for-dogs.  At least 10% of people during play food at my local Dogs R Us this weekend, will buy a six cock of peer-for-dogs.  At least 10% of people during play food at my local Dogs R Us this weekend, will buy a six cock of peer-for-dogs.			Your XYZ Hypothes	is	caen unite they bay acg reca.
Scale your hypothesis down into something testable @ 5 mins    Hypozooming ideas			Example:		
Example Scale down to shoppers at the local Dogs R Us store or people ordering from dogs-r-us.com or Dogs R Us Facebook page.			le your hypothesis do	wn into something test	table @ 5 mins
Small, local, and inexpensive testable XYZ Hypotheses (you may need multiple)  Example:  At least 15% of people buying dog food at my local Dogs R Us this weekend, will buy a six pack of beer-for-dogs.  At least 25% of people buying dog food at my local Dogs R Us this weekend, will take a six pack off the shelf to review it.		B Sca	le your hypothesis dov  Hypozooming ideas  Your XYZ Hypothesis "zoomed in" with re	wn into something test	table @ 5 mins
		B Sca	Hypozooming ideas Your XYZ Hypothesis "zoomed in" with re Think about how you might test locally, que Example	wn into something test	table @ 5 mins
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		B Sca	le your hypothesis dov  Hypozooming ideas Your XYZ Hypothesis "zoomed in" with re Think about how you might test locally, quexample Scale down to shoppers at the local Dogs  XYZ Hypotheses Small, local, and inexpensive testable XY Example: At least 15% of people buying dog food at At least 25% of people buying dog food at	egards to scope, space and time ickly and inexpensively while staying true to you R Us store or people ordering from dogs-r-us.  The equivalent of the equiv	com or Dogs R Us Facebook page.  Six pack of beer-for-dogs.  six pack off the shelf to review it.

7 Pretotyping Method(s)  The pretotyping method(s) you will use  See example pretotyping methods opposite.  Example: Fake Door Intilitator = rent shelf space from local Dogs R Us store and wrap dog food cans in beer-for-dogs packagaging.  Storyboard  How valuable is this evidence? e.g. cash is g  9 Storyboard  How your pretotype will function and the sequence of events in the experiment  Think about context, how the 'transaction' takes place, how you will record data, and iffhow you will follow up with people who showe Example  Buy several cans of dog food. Wrap in fake packaging. Negatiate shelf space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the sequence of the space with owner. Stop purchasers at checkout, refund them to the space with owner. Stop purchasers at checkout, refund them to the space with owner. Stop purchasers at checkout, refund them to the space with owner. Stop purchasers at checkout, refund them to the space with owner. Stop purchasers at the space with owner. Stop purchasers at the space with owner. Stop purchas	reater than ema
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Example	
·	nd explain.
10 Ethical Considerations	
What are the ethical co	
your prototype experim	
Think how people might realise the product they'	
in isn't real and that they experiment. How can yo	
or create a win-win situa	
Example:	
Provide people with a m coupon or free trial shou	
service launch	ra tire product e
Resources and budget @ 5mins	
11 Resources 12 Cost	
The skills, materials, and people required Estimate materials, incentives, ad spend	etc.
Be pragmatic and resourceful while true to your MEH  Aim to experiment for as little as possible,	\$10 - \$100
Example:	
1 researcher, Dogs R Us owner on board, 1 small shelf, 6x six	
pack mock-ups designed and printed, 36 cans of cheap dog food (cans)	
13 HTD	
Hours To Data - how many will it take?	
	ı days (max 48h
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Tina Seelig/Alberto Savoia

