

## Product Management Festival: Hypothesis-Dr...

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

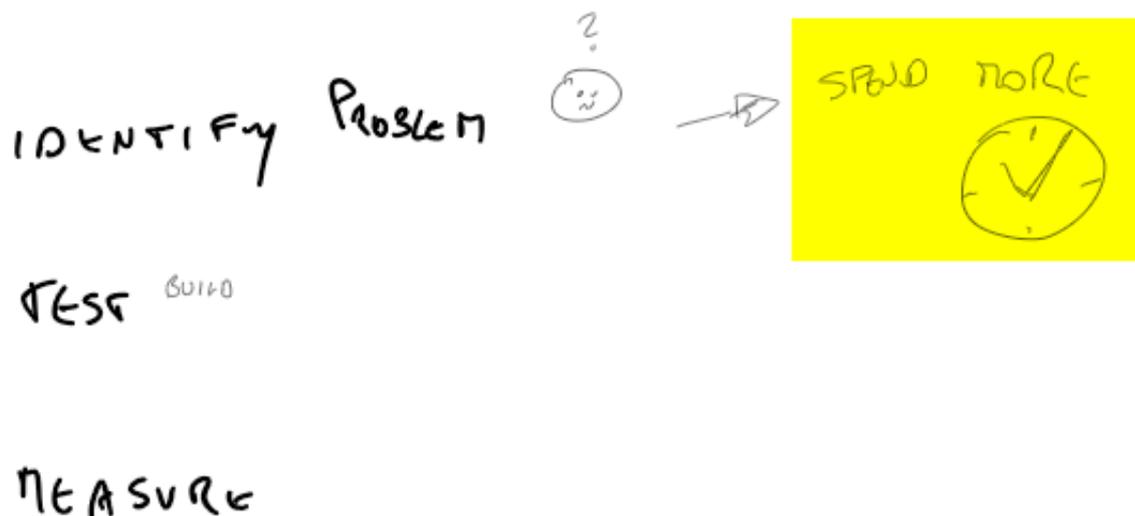
---

# 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



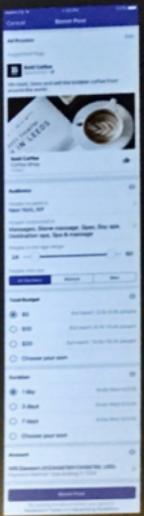
An example that Vijay showed with 3 hypotheses.

# 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?"



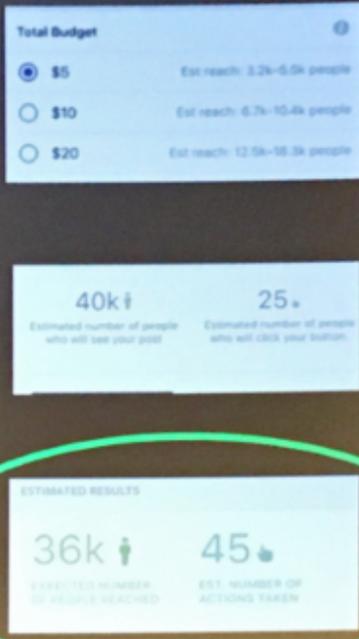
RETURNS → WHAT DO I GET?

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



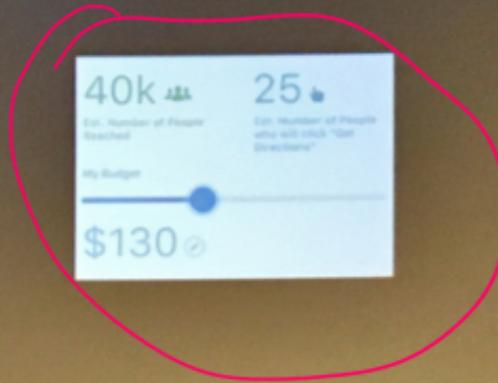
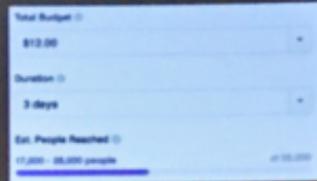
Total Budget	Est reach
\$5	3.2k-6.5k people
\$10	6.7k-13.4k people
\$20	12.5k-25.3k people

40k+	25+
Estimated number of people who will see your post	Estimated number of people who will click your button

36k	45
ESTIMATED RESULTS EXPECTED NUMBER OF PEOPLE REACHED	EST. NUMBER OF ACTIONS TAKEN

# Hypothesis #2: Budgets

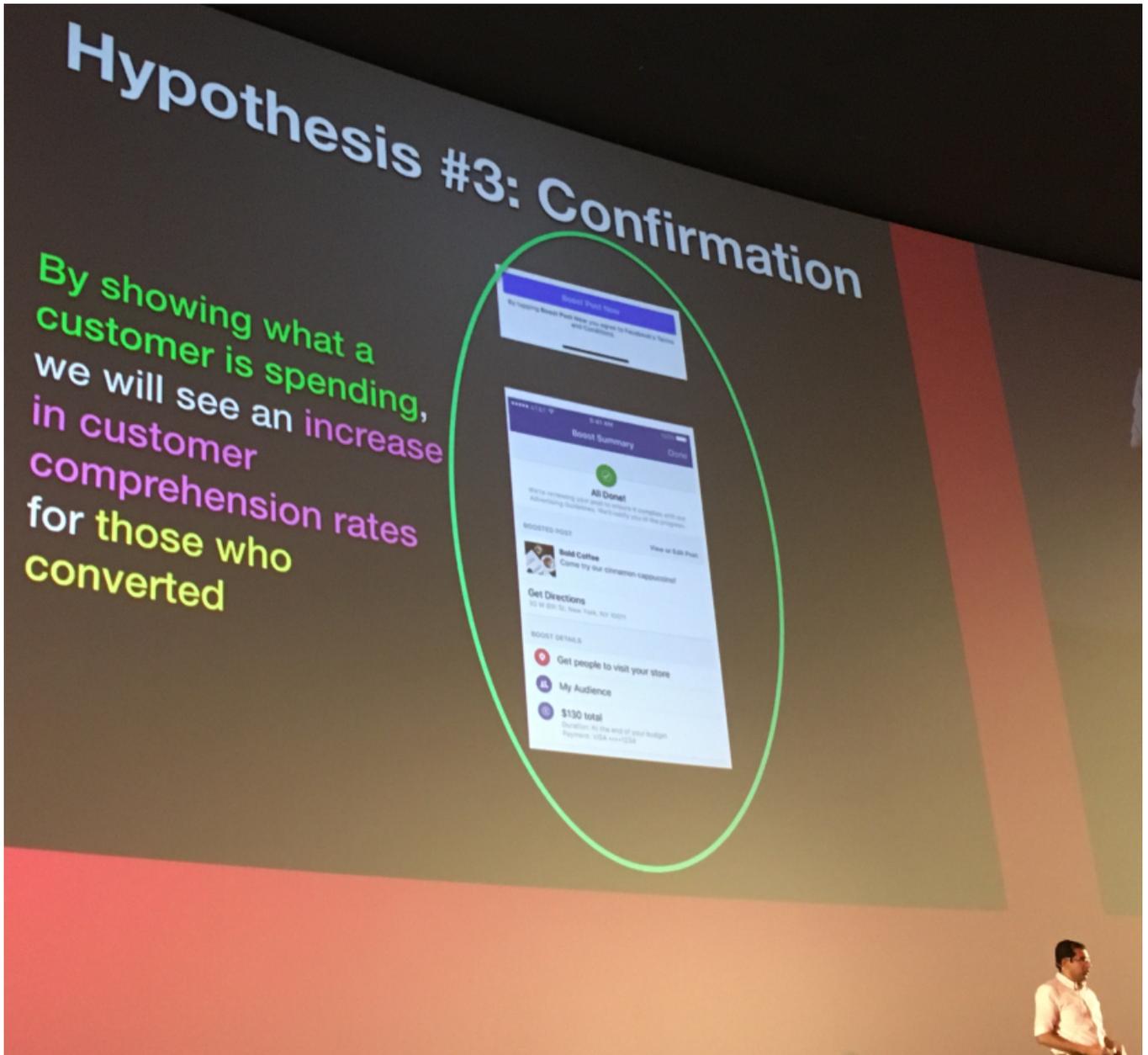
By showing the relationship between budgets and returns, customers who abandoned at the budget step will pick their own budgets at a higher rate



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.](#)

We Go Beyond Agile

Beyond Agility  
Zürich - Switzerland

## Product Management Festival: Hypothesis-Dr...

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

---