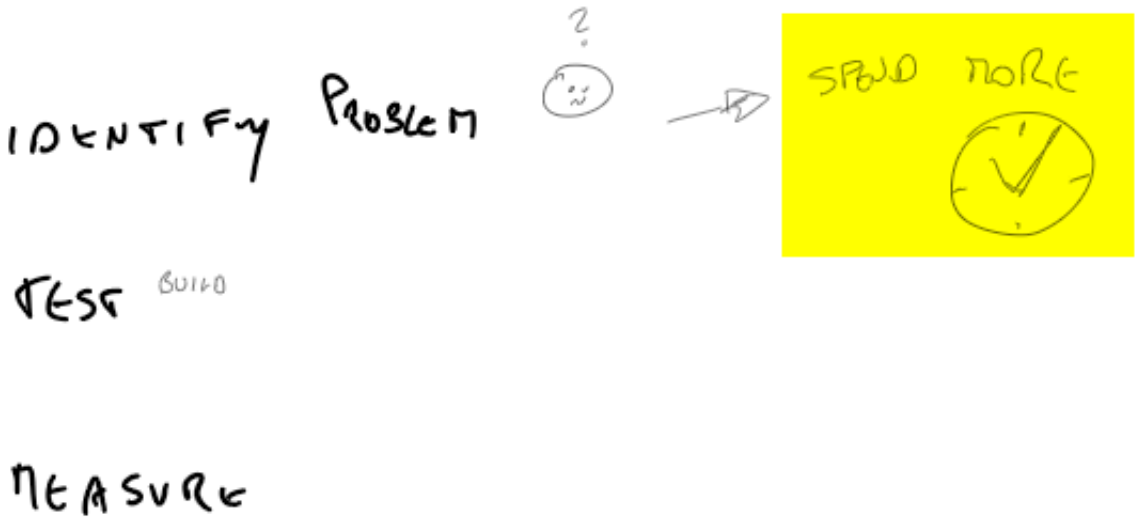
Product Management Festival: Hypothesis-Driven Product Management @ Facebook.

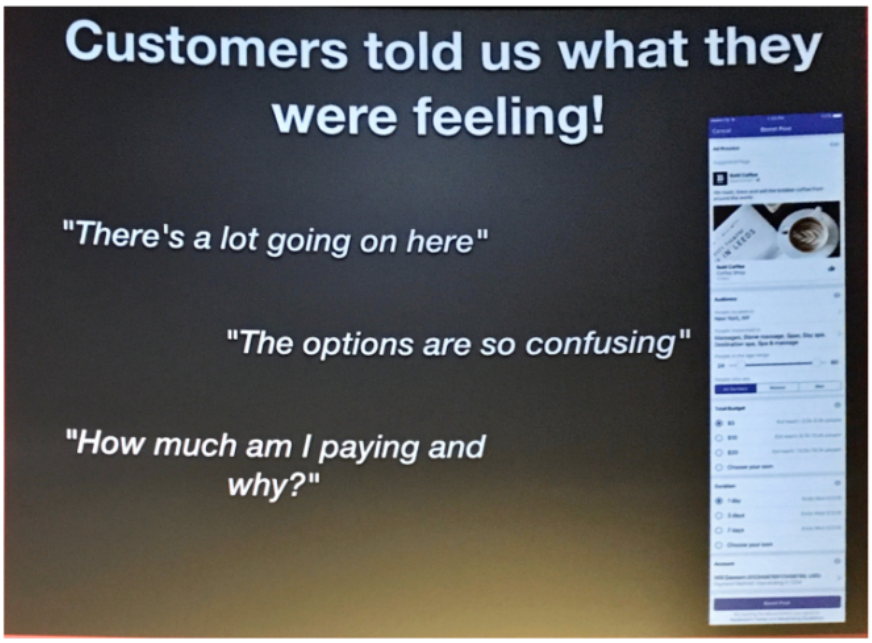
Highlight from #pmf19 – Product Management Festival 2019

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

Spend more time in the problem space with users



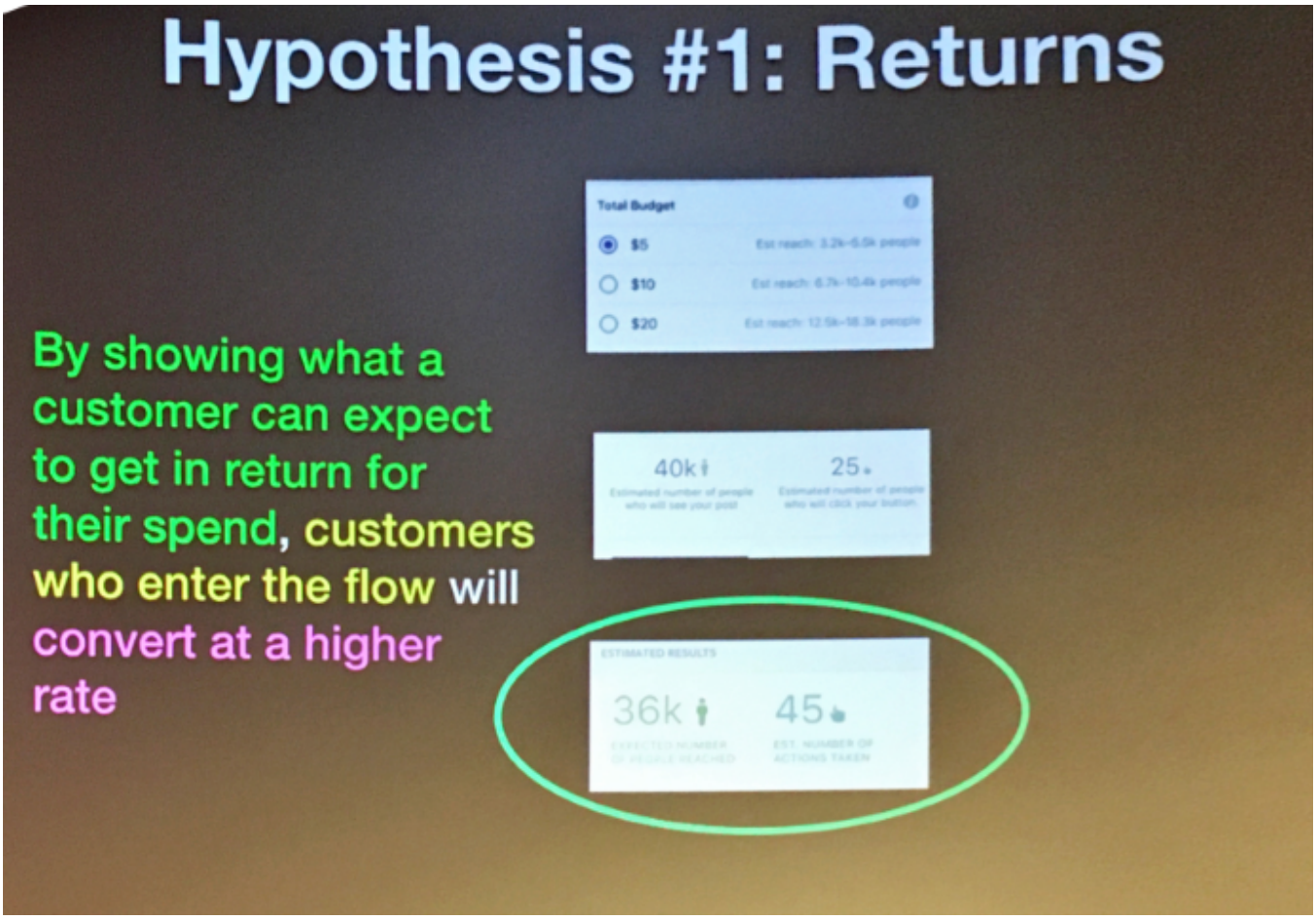
An example that Vijay showed with 3 hypotheses.

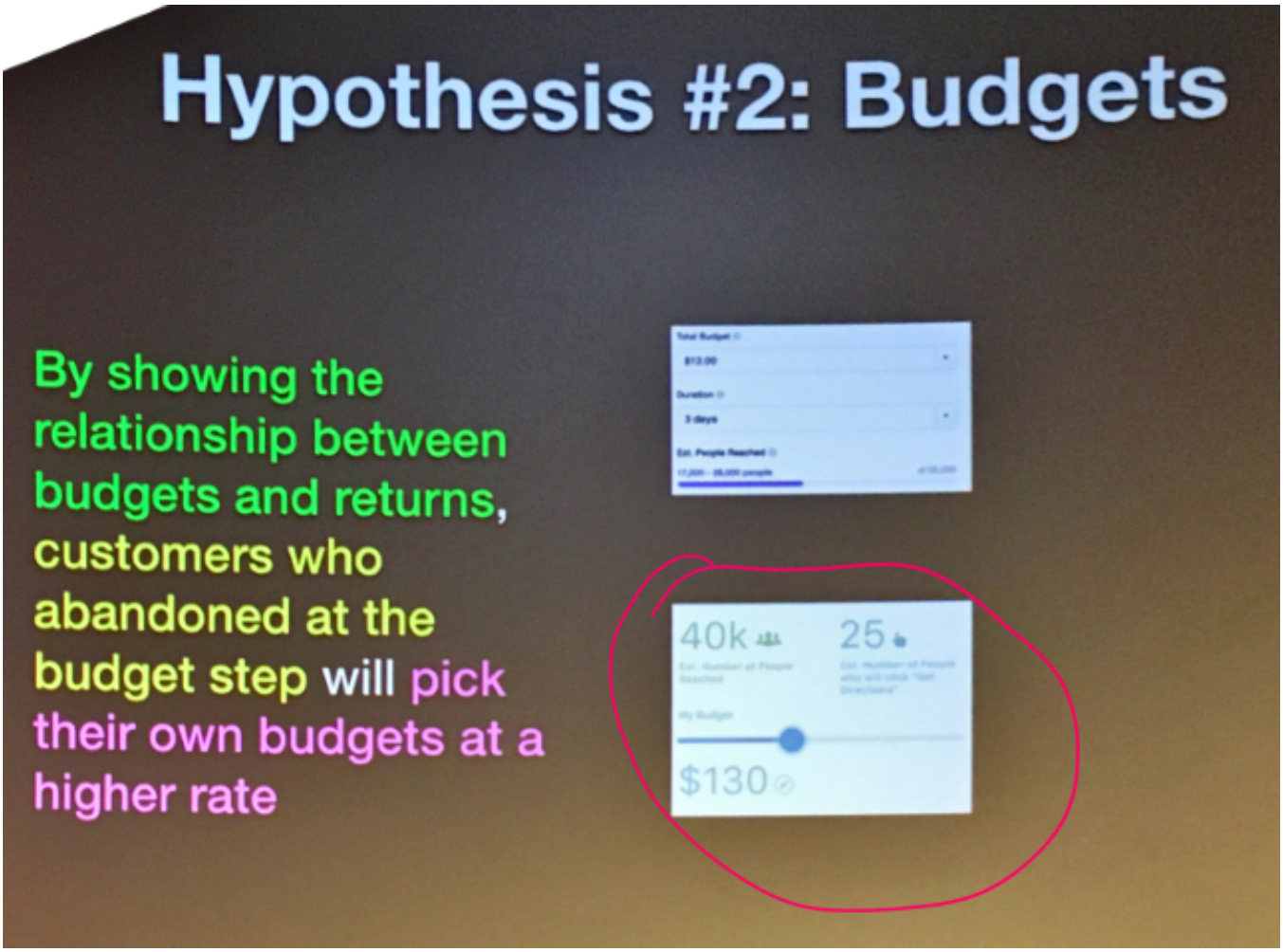


RETURNS → WHAT DO I GET?

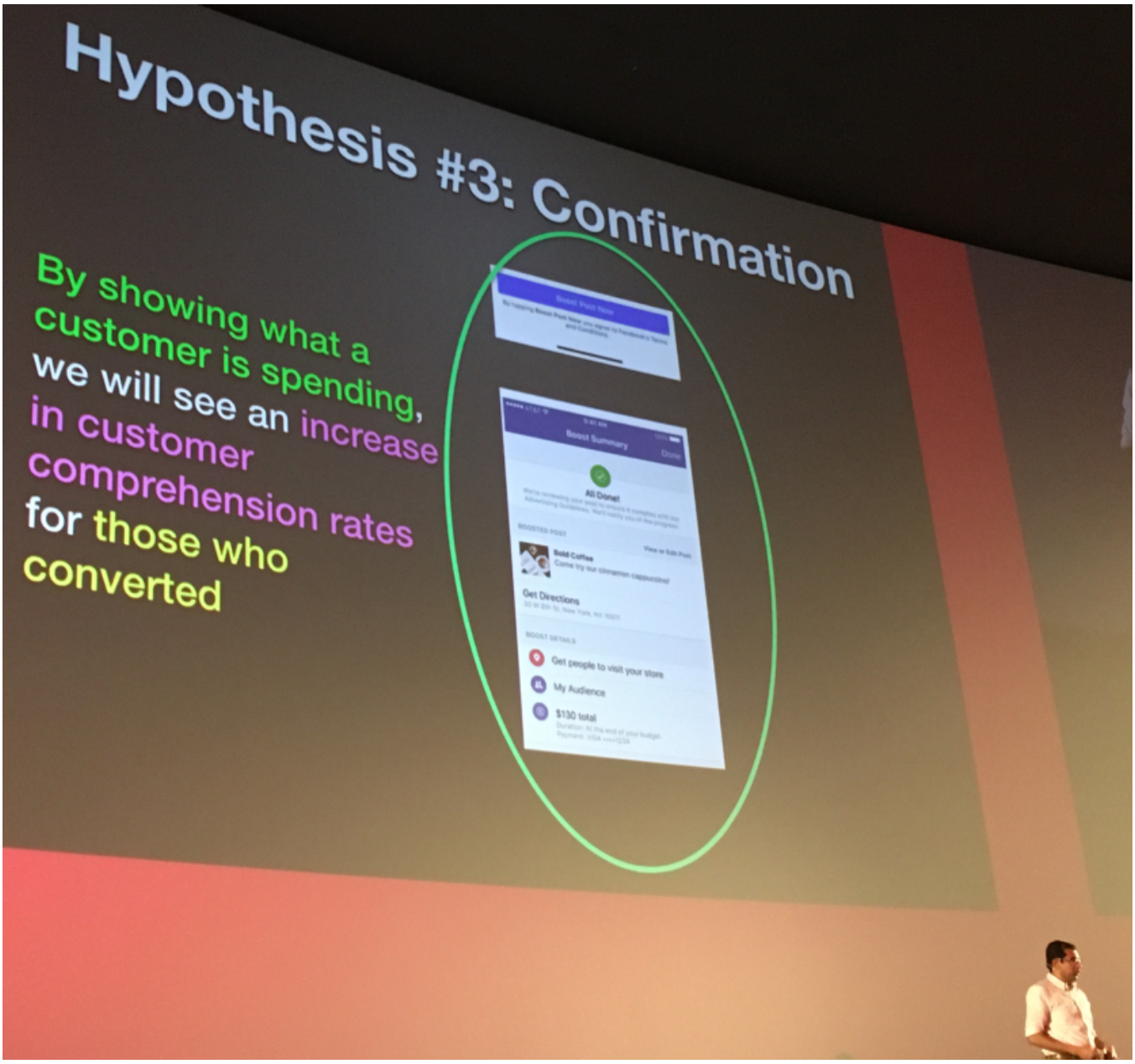
BUDGETS → SPEND MORE? LESS? CHANGE?

CONFIRMATION → WHAT HAPPENS?





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



Thanks Vijay Rangarajan

More highlights on the overview page.

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