

# Test Card

Test: Delivery is desirable

Weeks: 8

Assumption: Valeria Paez Pulido

Duration: 3 days

## STEP 1: HYPOTHESIS

We believe that people would prefer to have their pet food delivered to their doorstep as opposed to picking it up from the store.

Critical: 

## STEP 2: TEST

To verify that, we will send out an order form to set up orders (which are not true, but test subjects will believe it is). In the form, they will fill out their delivery preferences.

Test Cost:  Data Reliability: 

## STEP 3: METRIC

And measure how many clients prefer a doorstep delivery as opposed to picking supplies from the store.

Time Required: 

## STEP 4: CRITERIA

We are right if most clients (and preferably all) select my prefer delivery.

Project Name  
Delivery is desirable

Week 8 Learning

Project Sponsor  
Valeria Paez Pulido

3 days

## STEP 1: HYPOTHESIS

We believed that people would prefer to have their pet food delivered to their doorstep as opposed

## STEP 2: OBSERVATION

We observed clients filling out order forms and selecting their delivery preference out of pickup/

Data Reliability:



doorstep delivery or both

## STEP 3: LEARNINGS AND INSIGHTS

From that we learned that half of clients selected delivery. This half was very excited about the delivery prospect (when they filled it out they said "ooo" and nice). The half that selected pick up either cited they did not care or thought it would

Action Required:



Decrease cost

## STEP 4: DECISIONS AND ACTIONS

Therefore, we will keep the offering of delivery, but look into either making it less of a crucial offering, or see how we can also have pick-up options