














The Progress Board / WSJSociety.com Update Project

Update: March 28, 2016

1 Business Hypotheses <small>List the key assumptions that need to be true for your idea to work. Prioritize the most critical ones that could kill your business.</small>	Test: Backlog <small>The tests and experiments that you intend to perform</small>	Test: Build <small>The tests and experiments that are being planned, designed, or built.</small>	Test: Measure <small>The tests and experiments that are currently running and collecting data.</small>	2 Test: Learn <small>The tests and experiments that were executed, collected data, and are ready to be analyzed.</small>
Given an opportunity to contribute to the success of WSJSociety.com, a group members will step forward to meet the challenge and enjoy the experience.	-- Create a business start-up project for upgrading the site -- Make it an enjoyable learning project for those interested -- Make all information readily available to all members to promote their participation as they may be available	WSJSociety.com Update Project Page on the website is being loaded with all information on background and project process Provide updates to all in the Newsletter with solicitation for participation in the project	-- # project team participants -- Editorial team in place -- Success in Test & Learn step:	
Interesting news of members, society activities, and the company, easily accessible, will promote member connection, enjoyment, and engagement with the society and its members	-- Redesign selected pages -- Adjust per member response	Redesign website pages for improved presentation interest and responsive display on tablets and smartphones as well as PC screens. Pages include: -- News - Done -- Photo Gallery -- The Hub & Related Pages Create & track member poll	-- # page views & site activity -- # member stories submitted -- Member poll results -- The Hub & Front Page 3/28	
Given an interesting offering of selected articles on key topics of interest to members, e.g. financial planning, physical & mental well-being, members will revisit the website on a regular basis.	-- Expand the scope of News -- Improve Resources page -- Promote society events -- Create a related member Poll -- Adjust per member response	Introduce stories on: -- Financial Planning -- Physical Health -- Mental Health Redesign Resources page -- Emphasize related resources Create & track member poll	-- # page views & site activity -- Member poll results -- 1-1 contacts -- Scope expanded 3/28	
Opportunities to leverage the resources of the company and society for making a difference will attract members to participate in society events that promote contribution to others	-- Redesign Resources page -- Expand resource list -- Populate the Calendar	Redesign Resources page -- Expand list of resources -- More interesting presentation Populate the Calendar Create & track member poll	-- Member poll results -- 1-1 contacts	
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3



Invalidated

Back to the drawing board
Iterate or Pivot your design

Unclear Results

Design another test, and
learn more before making a decision

Validated

Advance to the next step,
move on in your quest to make ideas reality

4

Progress

Your validation criteria step-by-step.

