

# CONVERSION MACHINE

## MODULE 5

Testing

**VIDEO 4** Transcript  
Customer Theory

# Customer Theory

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Hey everyone and welcome.

In this video you are going to iterate over your customer theory documents.

This and the next lesson are very simple.

You simply look at your test results.

See what hypothesis were validated or invalidated and look at your customer learning.

Then simply update any section in your customer development documents with new insights.

See module one lesson four 'Customer Theory' for any reminders on what each section represents.