


Start here. Brainstorm with stickies, pull it over to the right to start your experiment.		Experiments	1	2	3	4	5
Who is your customer? Be as specific as possible. Time Limit: 5 Min		Customer					
What is the problem? Phrase it from your customer's perspective. Time Limit: 5 Min		Problem					
Define the solution only after you have validated a problem worth solving. Time Limit: 5 Min		Solution					
List the assumptions that must hold true, for your hypothesis to be true. Time Limit: 10 Min		Riskiest Assumption					
Need help? Use these sentences to help construct your experiment.		Method & Success Criterion					
To form a Customer/Problem Hypothesis: I believe <u>my customer</u> has a problem <u>achieving this goal</u> .	To form a Problem/Solution Hypothesis: I believe <u>this solution</u> will result in <u>quantifiable outcome</u> .						
 GET OUT OF THE BUILDING! 		Result & Decision					
To form your Assumptions: In order for <u>hypothesis</u> to be true, <u>assumption</u> needs to be true.	To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...						
Determine how you will test it: The least expensive way to test my assumption is...	Determine what success looks like: I will run experiment with <u># of customers</u> and expect a strong signal from <u># of customers</u> .	Learning					