

### Business problem

What is the business problem?

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### Users and customers

What types of users and customers should you focus on first?

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### Hypotheses

Combine the assumptions from 2, 3, 4 and 5 into the following template hypothesis statement: "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]". *Each hypothesis should focus on one feature.*

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### Solution ideas

List product/feature/enhancement ideas that help your Users and Customers realize the benefits they are seeking.

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### What's the most important thing we need to learn first?

For each hypothesis, identify the riskiest assumption.

This is the assumption that will cause the entire idea to fail if it's wrong.

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### Business outcomes

What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

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### User benefits

What are the goals your users are trying to achieve? What is motivating them to seek out your solution?

2

### What's the least amount of work we need to do to learn the next most important thing?

Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

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