

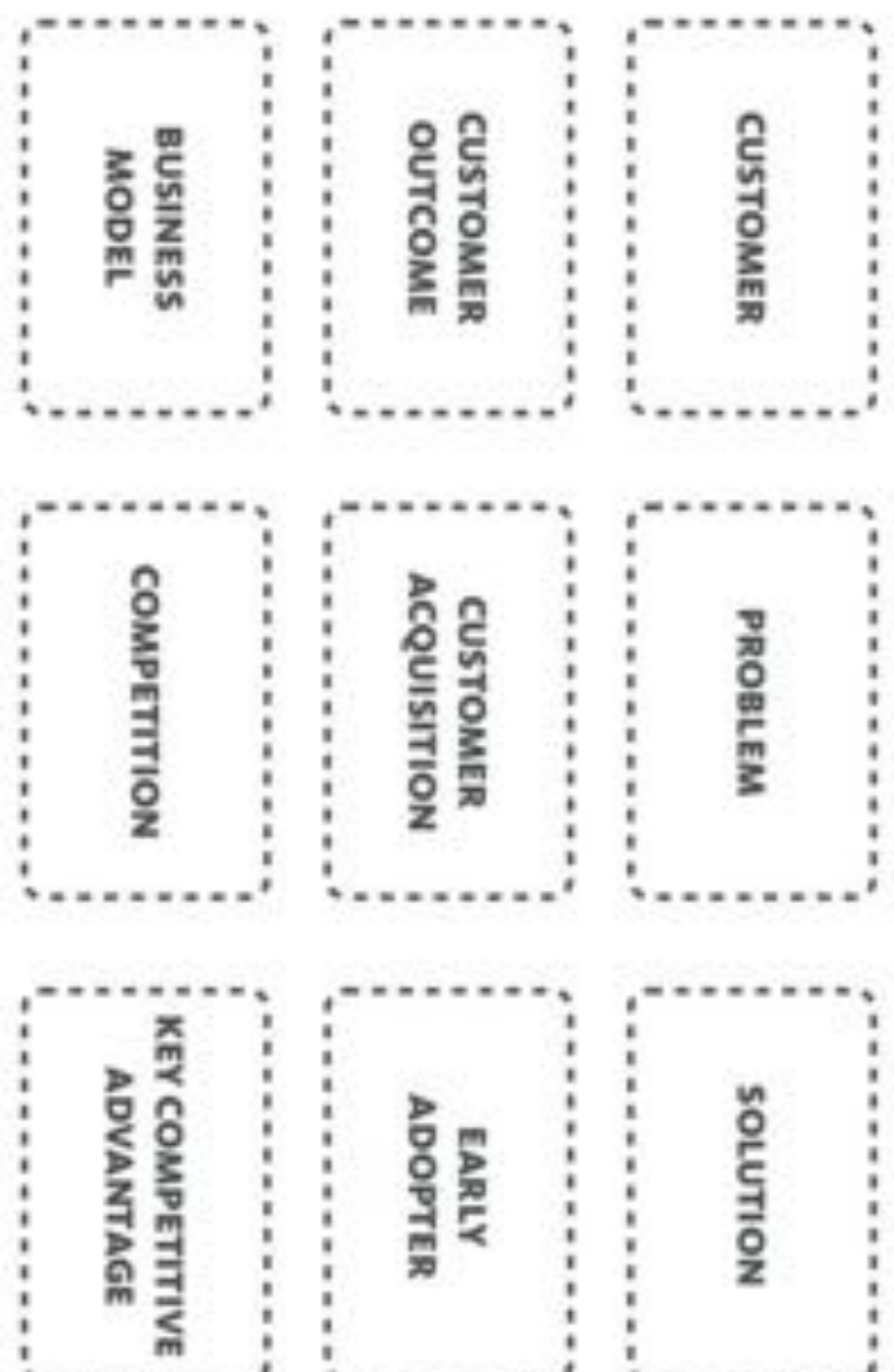


2. Assumption + Hypothesis

Every Project Starts With Assumptions

2. ASSUMPTIONS + HYPOTHESIS

360° ASSUMPTIONS



2. ASSUMPTIONS + HYPOTHESIS

360° ASSUMPTIONS



2. ASSUMPTIONS + HYPOTHESIS

Technique: Write the test first

We believe ____.

We'll know this is true when we see

- **qualitative outcome** and/or
- **quantitative outcome**
- That improves this **KPI**.

2. ASSUMPTIONS + HYPOTHESIS

Hypothesis statement

We believe that

[doing this]

for **[these people]**

will achieve **[this outcome]**.

We'll know this is true when we see

[this market feedback].

2. ASSUMPTIONS + HYPOTHESIS

Internet Mouse



2. ASSUMPTIONS + HYPOTHESIS

Hypothesis statement: feature

We believe that

creating Internet Mouse
for **people who own "Convergence" TVs**
will need a way to **control the computer**
from **their couches**

We'll know this is true when we see

people buying Convergence TVs.

2. ASSUMPTIONS + HYPOTHESIS

Hypothesis statement: business

We believe that

creating Internet Mouse
for **people who own “Convergence” TVs**
will **get us in the internet business.**

We'll know this is true when we see

pre-orders from our retail channel
partners.

2. ASSUMPTIONS + HYPOTHESIS

What are businesses trying to learn?

What are businesses trying to learn?

1. Is there a need / opportunity in the market?
2. Will people buy my solution?
3. Does my solution work?

EXERCISE

Technique: *Write the test first*

We believe ____.

We'll know this is true when we see

- **qualitative outcome** and/or
- **quantitative outcome**
- **That improves this KPI.**

In Practice: Write the test first

We believe that people like _____ (customer type) _____ have a need for (or problems doing) _____ (need/action/behavior) _____.

We will know we have succeeded when

_____ (quantitative/measurable outcome), **OR** _____ (qualitative/observable outcome), **which** will contribute to _____ (KPI) _____.