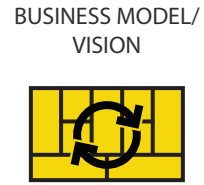
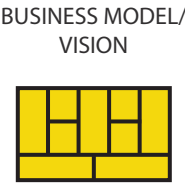


HYPOTHESIS VALIDATION BOARD



| | EXPERIMENT 1 | EXPERIMENT 2 | EXPERIMENT 3 | EXPERIMENT 4 | EXPERIMENT 5 | EXPERIMENT 6 |
|---|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| CUSTOMER SEGMENT HYPOTHESIS <small>Who is the target customer segment?</small> | | | | | | |
| JOBS-TO-BE-DONE PROBLEM HYPOTHESIS <small>What are they trying to get done? What's holding them back?</small> | | | | | | |
| VALUE PROPOSITION SOLUTION HYPOTHESIS <small>What will help them get their jobs done? What do they value in a solution?</small> | | | | | | |
| RISKIEST ASSUMPTIONS <small>What are underlying assumptions about customer motivations, behaviour, or context?</small> | CRITICAL TO SUCCESS: | CRITICAL TO SUCCESS: | CRITICAL TO SUCCESS: | CRITICAL TO SUCCESS: | CRITICAL TO SUCCESS: | CRITICAL TO SUCCESS: |
| TEST METHODS <small>What methods will you use to gather data to test the hypotheses?</small> | COST / TIME: | COST / TIME: | COST / TIME: | COST / TIME: | COST / TIME: | COST / TIME: |
| METRICS THAT MATTER & MINIMUM SUCCESS CRITERIA <small>What metrics will you measure? What's the success criteria for a validated hypothesis?</small> | HURDLE: | HURDLE: | HURDLE: | HURDLE: | HURDLE: | HURDLE: |
| OBSERVATIONS, INSIGHTS & LESSONS LEARNT <small>What did you learn? Did the test uncover any new, unexpected insights?</small> | RELIABILITY / VALIDITY: | RELIABILITY / VALIDITY: | RELIABILITY / VALIDITY: | RELIABILITY / VALIDITY: | RELIABILITY / VALIDITY: | RELIABILITY / VALIDITY: |
| DECISIONS & ACTIONS <small>Are hypotheses validated? Will you persevere, iterate, or pivot? How do experiment outcomes impact the business model?</small> | CONFIDENCE: | CONFIDENCE: | CONFIDENCE: | CONFIDENCE: | CONFIDENCE: | CONFIDENCE: |