Assumption Grid

Collect your assumptions and identify their risk.

BEFORE THIS WORKSHOP: Do you have a problem statement? If not, acquire a problem statement from the Stakeholder and use the problem statement to start unpacking your assumptions from.

RUNNING THIS WORKSHOP (45-60 minutes)

Participants: Key stakeholders, project team members

Instructions:

1. **IDENTIFY BUSINESS ASSUMPTIONS**

   Solo work: have everyone answer the questions for both the business assumptions and users assumptions.

   Facilitator(s) - group the assumptions into themes as they are completed.

2. **IDENTIFY USER ASSUMPTIONS**

   Solo work: have everyone answer the questions for both the business assumptions and the users assumptions.

   Facilitator(s) - group the assumptions into themes as they are completed.

3. **MAP YOUR ASSUMPTIONS**

   Instructions:
   Group work led by facilitator: plot each group of themed assumptions on the map -- the business assumptions and user assumptions will be mapped separately. For the assumptions, ask the group:

   - how bad would it be if we were wrong about this?
   - how much understanding do we currently have?

   To get a sense of relativity between items ask "is this more or less or uncertain than this one?"

   Continue until you have plotted all assumptions on the map.

AFTER THIS WORKSHOP:

1. If using the Lean UX canvas to document input from this workshop, it can map onto segments 2,3,4,5.
2. Determine what you need to do next based on the uncertain+high risk assumptions identified in this workshop e.g., create proto-persona, empathy mapping, acquire product data, do user research for vague problems (carbon footprint), etc..

PROBLEM STATEMENT: **<enter the problem statement acquired from the Stakeholder here>**

1 Business assumptions and outcomes - write ONE assumption per sticky:

We have solved the business problem when...

What will people/users be doing differently if this works (e.g. stay on site 5 x as long, increase the number of products they have with us)...?

What is the #1 value that this has for the customer...?

We will make money by...?

My primary competition in the market is...

We will beat competitors because...

The biggest product risk is...

What can cause this to fail...?

Themes (facilitators group assumptions into themes as they are completed):

2 User assumptions and outcomes - write ONE assumption per sticky:

Who uses this or will use it (e.g., boomers, investment associates, accountants)...?

What problem(s) does our product solve for them?

When is our product used?

How is our product used?

Themes (facilitators group assumptions into themes as they are completed):

3 Map the business assumptions