Hypothesis Statement

Treat your assumptions as experiments by turning them into testable hypotheses and remove subjective and political conversation out of the process.

BEFORE THIS WORKSHOP:
1. Collect and prioritize your assumptions with Assumption Collecting and Mapping

RUNNING THIS WORKSHOP (30-60 minutes)

Participants: Key stakeholders, project team members

Instructions:

1. **REVIEW ASSUMPTIONS PREVIOUSLY COLLECTED**

   Facilitator: review the riskiest and most unproven assumptions that were previously collected

2. **CREATE HYPOTHESES**

   Facilitator: with group discussion, start working through each assumption to create a hypothesis for it. If you like, you can take a stab at the assumptions and present them pre-filled and review and iterate with the group.

3. **BREAKDOWN THE HYPOTHESIS TO TEST WITH A SINGLE STATEMENT**

   Your hypothesis may be too big to test with a single statement, so it can be helpful to use this format to break it down into smaller parts:

   Facilitator: with group discussion, start working through each hypothesis statement.

4. **VOTE**

   Facilitator(s) - Get the group to blind vote on the hypotheses they'd like to commit to.

AFTER THIS WORKSHOP:
1. If using the Lean UX canvas to document workshop input, place the output of this session into segment 6.
2. Create a proto-persona to give you direction on who to test with.

1 REVIEW ASSUMPTIONS

[Copy/paste assumptions collected previously in this spot and review them before you being]

2 CREATE HYPOTHESES

Drag and drop assumption to work on here

Because we saw **[quantitative/qualitative insight]** we believe **[this assumption statement is true].**

We will know we're **[right/wrong]** when we see the following feedback:

[Qualitative feedback] and/or **[quantitative feedback]** and/or **[key performance indicator change]**.

3 CREATE HYPOTHESES STATEMENTS IF HYPOTHESES ALREADY CREATED ARE TOO BIG TO TEST

Drag and drop assumption to work on here

We believe that **[doing this/building this feature/creating this experience]** for **[these people/personas]** will achieve **[this outcome]**.

We will know this is true when we see **[this market feedback, quantitative measure, or qualitative insight].**