

Product Discovery Tool

Created by [Colorful Dots, LLC](#)

Designed For

Designed By

Client's Name

Your Name

Date

Version

Today's Date

v1

A precise Problem Hypothesis (or Problem Statement) will set the right direction for your product discovery or design initiative, and help you align your team's efforts towards a common goal.

Persona Hypothesis

Persona Hypothesis

- Who?
- Feelings
- Relation to your area of interest

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Problem Hypothesis

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- How does a customer solve this problem?
- How important is the problem?

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Alternatives

Alternatives

- Customers can also solve this problem by doing what?

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Value Hypothesis

Value Hypothesis

- How does this solution add value?

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