

1. The burning problem

Describe the burning consumer problem we are trying to solve (and how people are currently addressing the problem)

5 Vision

Things will change but the vision shouldn't (after JTBD)

2. Business outcomes

Change in customer behaviour. What critical few or one change in customer behaviour will show that we have solved the burning problem in a way that adds value to our user's lives. (This will need to be updated once the product / service idea has been defined)

6.1 Solution / ideas

What is the big idea? (can you explain to someone in a bar)
Secondary > list product, feature or enhancement ideas

3.1 Users and customers

Who is they key audience? Fill in the demi-persona and validate once we talk to the key audience?

3.2 Key insight

What is the key insight we can leverage to produce a game-changer idea.

PROJECT NAME

6.2 Key experience(s)?

What are the 1 - 2 key experiences that will provide 80% of the value?

4 Jobs to be done

Define the job stories (Jobs to be done) to out innovate our users and create incredible products

7. Idea > Hypotheses

Formulate a value proposition that will be a hypotheses that needs to be validated. We believe that (business outcome) will be achieved if (user) attains (benefit).

8. Red flag > what's the most important thing we need to learn first?

For each hypotheses, identify the riskiest assumption. This is the assumption that will cause the entire idea to fail if it's wrong. Then list secondary assumptions. But the riskiest assumption is the 80%. Let's fail smartly. Smart failure is awesome.

9. What's the least amount of work we need to do to learn the next most important thing?

Be creative about the types of experiments we can run to learn whether our riskiest assumption is true or false.