

# VISION, FRAMING & OUTCOMES

 Traditionally  
↳ requirements  
↳ deliverables

VS

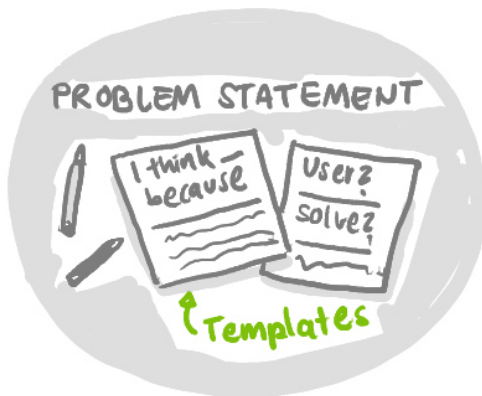
 Lean UX

↳ **Outcome** creation  
assumption → create hypotheses  
↳ test hypotheses → measure

## 1 - declare ASSUMPTIONS



GROUP EXERCISE!



PRIORIZE them



## 2 - transform to HYPOTHESES

"test your assumptions"



transform



(I) I believe \_\_\_\_\_ is true/fake ...

(II) XYZ will help to prove \_\_\_\_\_

Market FEEDBACK!



break it down



"SUB HYPOTHESIS"

Assemble the  
"BUILDING BLOCKS"



=

testable (!!)  
Hypothesis Statements

We will	for	to achieve
[feature]	[persona]	[outcome]
...	...	...

