# The Risk / Difficulty square

Covered in this lecture:

Taught by:

Prioritizing what you test according to the degree of risk and difficulty

---

► Large companies have to prioritize what assumptions to test, depending on their degree of risk and difficulty

► **Risk: How risky the assumptions are for the company or product**

► **Difficulty: How much effort you need to make to test the assumptions**

● Usually, these characteristics can be drawn in a table that looks like this:
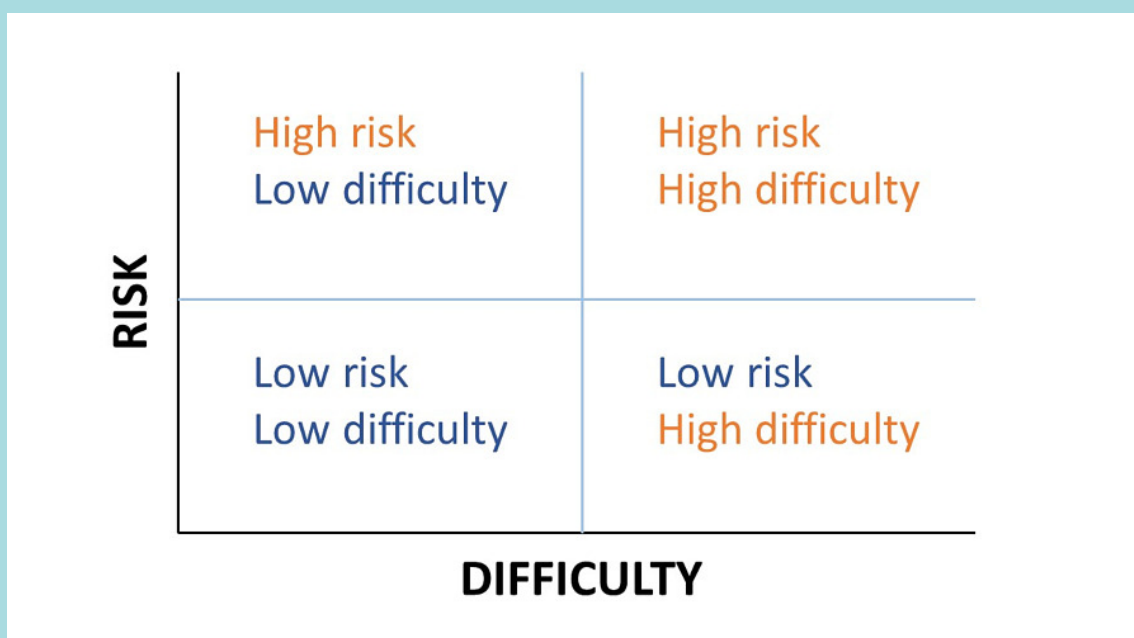
► The first category to target should be "High risk / Low difficulty"

► Then, test the "High risk / High difficulty" category

► In the end, you can test the Low risk / Low difficulty" category and just ignore the "Low risk / High difficulty" assumptions

See you next lecture!