Product Venture Name – Assumption Test Title

*Region, Country, Date  
Author name(s)*

Introduction

Describe the challenge that you are investigating and the product-venture component(s) involved. *In one sentence, state the assumption you are testing and italicize the sentence*. Explain why this assumption is a priority to test.

Summarize the test(s) that you performed to check this assumption, which will be described in detail in the next section. Indicate if this is a $0.50, $5, $50, or $500 test and if you are dealing with feasibility, viability or desirability. For example, desirability might have been assessed through a blind side-by-side "taste test" or getting customer feedback on a looks-like or works-like prototype.

Summarize the results you obtained and lessons learned. Answer the question “Was the assumption confirmed?”

Method

Name and describe the test that you performed and the method used. Tests can be carried out by looking (see and listen, observe, take measurements, find existence proofs, check studies, etc.), asking (talk to people in context, customers, sellers, experts, etc.), and trying (do it, be taught, run physical experiments, build prototypes and operate them, etc.).

Document each step of a multi-step process with a list of the steps. You are answering the question “What did you do exactly?”

1. Use a number list for the steps in this format.
2. Each entry in the list is one step.
3. This is not necessary for simple tests with one step.

Provide supporting information for how the method was carried out. For example, if you did a phone interview describe who you spoke with, include their contact information, and provide the list of questions used. If you ran an experiment, provide a table of experimental parameters with the values used for each run of the experiment. Here you are answering the question “How did you do it?” well enough that some one could replicate your testing efforts.

Provide the details of the procedure (questionnaires, experimental protocols, etc.) and information recorded (transcripts from interviews or phone calls, or data collected from physical measurements, etc.) in an appendix.

When possible include photos of your setup with captions describing what is depicted.

****

**Figure 1.** Provide a caption for each figure and table inserted into the text. Always refer to these in your text by figure and table number, e.g., see Figure 1.

Give your rationale for using this method and doing it the way you did. “Why did you do that?” and “Why did you do it that way?” Include other options you considered if there were any.

Results

Describe the results of the test. Answer the question “What happened?”

Find a way to show the results visually when possible through the use of photos, charts or tables.

Indicate if you confirmed the assumption or not referring to the visual depiction of the results to illustrate the point when possible. Make conclusions.

Make comparisons when appropriate to help people understand the results obtained, such as by providing before and after photos or two different data curves on the same graph or two different portions of the same curve.

Appendix A - Title

Create appendixes as needed lettered A, B, C, etc. and titled. Provide subsections using the same heading format as the body of the report as needed. Cite these in the text, e.g. see Appendix A.