leanstartupmachine

Validation Board

Track Pivots

	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	People who use the dating application to interact with new or already known people.				
Problem Hypothesis	People spend a very long time finding someone who shares certain things in common such as activities, personality, area of interests, or even suitable fortune, etc.	*Remember:* *Limit one sticky-note per box* *Write in ALL CAPS* *Do not write more than 5 words on any sticky-note*			
Solution Hypothesis	Use the dating platform which displays an individual's general interests to help the user make decisions in initiating conversation with someone easier.				

Design Experiment

Tip: Clear all post-its from this area after each experiment is completed

Users would like to find someone who shares certain interests in common.

Users might look for long-term relationships.

Users distrust in the protection of their own personal information.

Core Assumptions
Any assumption that, if invalidated, will break the business

Users might look for a friendship. Eg. meeting physically, or communicating in general topics only via social network.

Users are facing inherent risks while searching for someone online.

Riskiest Assumption

Users would like to find someone who shares certain things in common.

Which Core Assumption has the highest level of uncertainty?

Method

Users would like to find someone who shares certain things in common.

Minimum Success Criterion

What is the weakest outcome we will accept as validation?

Results

GET OUT OF THE BLDG

Invalidated
If Invalidated, pivot at least one Core Hypothesis

Only put the Riskiest Assumption from an experiment in these boxes

Record data & learnings separately

1	2
3	**4**
5	**6**

Validated
If Validated, brainstorm and test the next Riskiet Assumption

1	2
3	**4**
5	**6**