Testable Assumptions Assignment Template

|  |  |  |  |  |  |
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| **Project position statement**  For (target customer) who (statement of the need or opportunity), the (product name) is a (product category) that (statement of key benefit – that is, compelling reason to buy). Unlike (primary competitive alternative), our product (statement of primary differentiation) | | | | | |
| **Core/Summary Value Hypothesis**  If we [do something] for [persona], they will [respond in a certain way]. | | | | | |
| **Testable Child Assumptions**   1. If we [do something] for [persona], they will [respond a certain way] 2. If we [do something] for [persona], they will [respond a certain way] 3. If we [do something] for [persona], they will [respond a certain way] 4. If we [do something] for [persona], they will [respond a certain way] 5. If we [do something] for [persona], they will [respond a certain way] | | | | | |
| **Priority** | | | | **Type of assumption (Pivotal, child of a pivotal, child of a child of a pivotal; extremely important, important, tactical; not sure)** | **Explanation for the Ranking** | |
| 1 | | | |  |  | |
| 2 | | | |  |  | |
| 3 | | | |  |  | |
| End truly pivotal assumptions | | | | | | |
| 4 | | | |  |  | |
| 5 | | | |  |  | |
| 6 – 10 | | | |  |  | |
| X | | | |  |  | |
| **#** | | **Priority** | **Key Assumption** | | | **Test Vehicles** |
| 1 | |  |  | | | Wizard of Oz |
| Concierge |
| MVP |
| 2 | |  |  | | | Wizard of Oz |
| Concierge |
| MVP |
| 3 | |  |  | | | Wizard of Oz |
| Concierge |
| MVP |
| Concierge |
| MVP |