

ASSUMPTION MAPPER

It is likely that you have made quite a few assumptions or educated guesses as you built your idea.

This tool is designed to help prioritize your key assumptions on whether you think your idea is desirable, viable and feasible. It will help you identify the riskiest assumptions (the ones that could derail the idea) and also help you figure out which assumptions are the easiest to test.

TOP TIPS

- Don't know where to start? Use the list of features from the Solution Optimiser.
- Dive into those features and look at the critical assumptions you have made about each feature.
- Use the Mapper to filter out the vast number of assumptions to prioritise which to test as early as possible.
- Prioritise customer critical assumptions first and then move to technical, business and strategy assumptions.

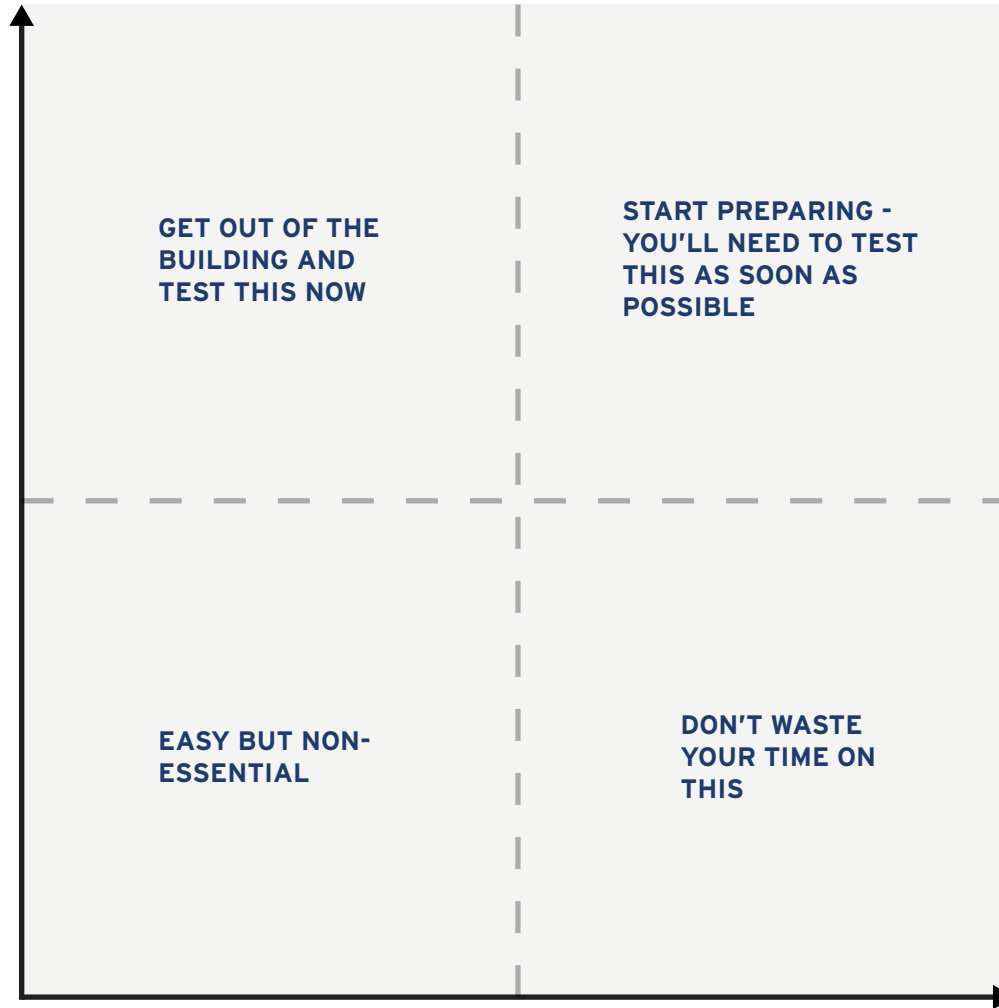
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IMPORTANT ASSUMPTION

If the assumption is not true, the concept might fail

NON-IMPORTANT ASSUMPTION

If the assumption is not true, the concept could still survive



GET OUT OF THE BUILDING AND TEST THIS NOW

START PREPARING - YOU'LL NEED TO TEST THIS AS SOON AS POSSIBLE

EASY BUT NON-ESSENTIAL

DON'T WASTE YOUR TIME ON THIS

EASY TO TEST

We can test it relatively quickly

DIFFICULT TO TEST

We need time and resources to test this