

TEST RISKY ASSUMPTIONS

The Assumption	What assumption are you testing?	
Objectives	What do you hope to achieve and/or learn?	
Type of test	What type of test will you use?	
Who	Who do you need to engage?	
What	What are you asking participants to do to participate in the test?	
	What do you want participants to do as a result of the test?	
Success metrics	What does success look like?	
Data Needed	What quantitative and qualitative data will help you test your assumption?	
Action Plan	What are the steps of your test and how much time is needed?	