



08_Map your assumptions

#Desireable #Feasible #viable

Assign a colour to every participant



Supply of post-its, copy or add new ones (N) whenever required



Aim:

Identifying assumptions that were made while defining solutions. The assumptions will be mapped according to their relative importance and ease of validation.

Method:

Very similar to identifying a prioritising stakeholders in step 1 and 2 of our roadmap, using two consecutive hybrid brainstorms:

- 1) Identify underlying assumptions regarding desirability, feasibility and viability of potential solutions.
- 2) Move post-its from the first board to the second and indicate their importance to a solution (e.g. chance the solution would fail if it is invalid) and the ease of validation (e.g. requires complex testing vs. should be a requirements that manufacturer has to meet).

Tips:

- Boost the exercise by asking participants to summarise key aspects with respect to the user, solution and market or have boards from steps 1, 3 and 5 at hand
- When distributing assumptions, evaluate one axis first and then the other. This is easier than assessing the 2-dimensional position
- As a moderator, capture reasons why assumptions are position high or low on an axis
- Try to use a single word on each post-it
- Use the guiding questions embedded in the template

Is that so?

USER assumptions
Do they want (to) ...?

PROBLEM assumptions
Can we ...?

MARKET assumptions
Should we ...?

User

- Why would this work
- Why would the user change their current way of working?
- What does a user do with your solution? What do they want to achieve?
- Why can a user not do this without your solution?

1

Problem

- What technological challenge are there in realising this solution?
- What internal challenges are there?
- Why will your management support this solution?
- What skills do you need?

2

Market

- How will you reach your user?
- Why will they keep using your solution?
- Why will they recommend it to others?
- How is this solution being financed?

3

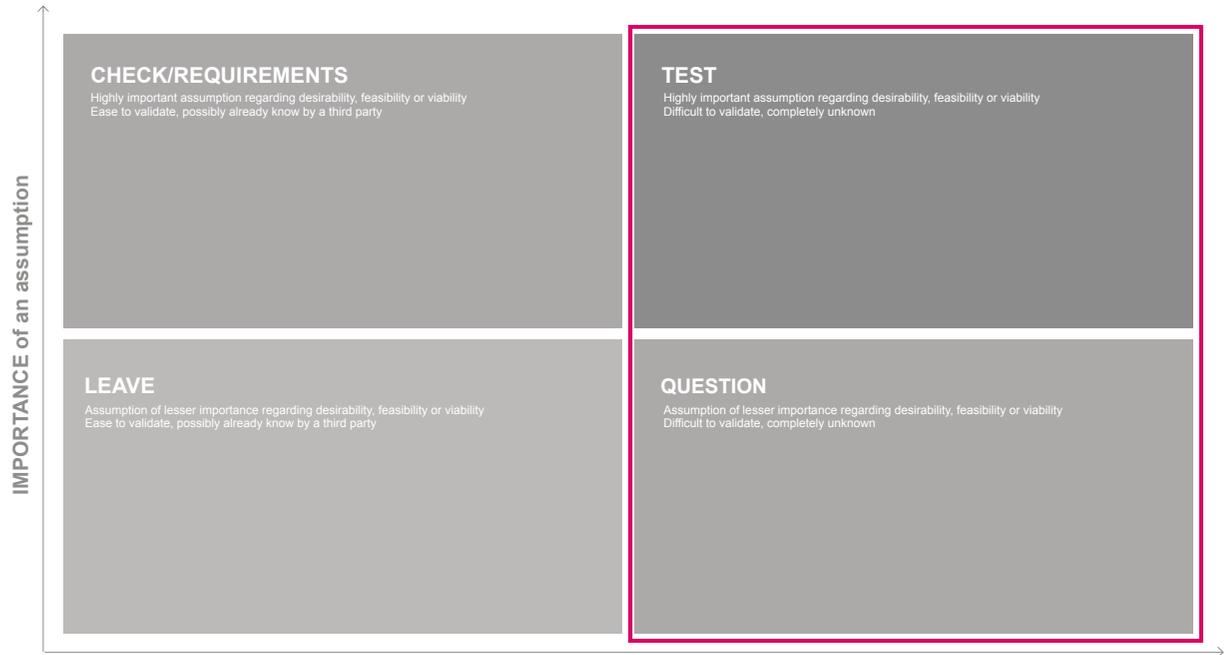
High importance, because:
•
• **5**

Significant importance, because:
•
• **4**

Some importance, because:
•
• **3**

Low importance, because:
•
• **2**

Little to no importance, because:
•
• **1**



VAQUUMS

 **15'**  **10'**

<p>Assumptions readily validated, because: • • 1</p>	<p>Easy validations, because: • • 2</p>	<p>Moderately challenging validation, because: • • 3</p>	<p>Challenging validation, because: • • 4</p>	<p>Hard validation, because: • • 5</p>
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