Assumptions

When testing your assumptions, it is important that you are critical of your assumptions. The idea is actually to see if your assumptions are incorrect rather than correct. Furthermore, it is important to find out as much as possible yourself by first doing good research yourself. It is a shame to test something that you can look up yourself. That is why it is important to look for the most 'critical' assumption.

You can search for these by answering the questions at point 1.

Then at point 2 you write down exactly which assumption(s) you want to test. The more specific the better.

At point 3 you write down to whom you want to submit your assumptions. This can be different people such as users and customers, but also experts, for example. You may also not be able to come into direct contact with your test audience.

That is why point 4 is important. Where do you want to test? The physical location may be very relevant to your assumption, but you may also want to test it online.

At point 5 you write down how you are going to test.

Point 6 is about the outcome. What do you do with your test results, and have you tested what you want to know?

1 Ask yourself *What assumptions jeopardize your idea if they are wrong?* **:**
- For who is it? - How does it look? - How does it work? - Why should this be made?
- What does it do? - What can you use it for? - Why would anyone use it? - What does it solve?
- What will change if you use it?- What story does it tell? - What is the underlying idea / theme?

2 What assumptions are you going to test? *What is the riskiest assumption you want to test now that you have answered the questions in point 1?*

3 Who? *With which people can you test it best? (experts, relevant users, critical persons)*

4 Where? *Where do you want to test? Online or in a physical place? Which physical place(s) and why?*

5 How? *(interview or questionnaires)*
- Use: Desk Research; Talk to people (interview); Best Practice; Expert collaberation
- Research through making. Be sharp and critical with good questions, but not too closed questions. A yes or no answer is often not very useful to test your assumption

6 Outcome, Processing, Result? *Have you tested what you want to test? (it happens more often that you (also) get answers to other assumptions)*
Do you need to test again?
How does this change your idea?
Adjust it and see if you need to test again to make your idea even sharper.

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