

**FRAMING THE PROBLEM**

Assumptions & Hypotheses Map

Surface what you believe, then test what's risky

Use this when	Early in a project, before committing to a direction
Time needed	45-60 minutes
Who's involved	The core team — mix of perspectives helps
You'll end up with	A ranked list of beliefs worth testing first

How to use this map

Every project rests on beliefs about users, the business, and what's technically possible. Some are safe; some are guesses dressed up as facts. This map gets them onto the table, then sorts them by how risky they are, so research and testing target the beliefs that would hurt most if they're wrong.

The three steps

1. Brainstorm every assumption you can name — about users, the business, and the technology.
2. Score each one: how confident are you, and how badly would it hurt if it turned out false?
3. Test the riskiest first — the low-confidence, high-impact assumptions in the top-right of the grid.

1 • Assumptions inventory

Type is user, business, or technical. Rate Confidence and Impact each High / Medium / Low.

Assumption	Type	Confidence	Impact	How we'll test it

EXAMPLE

Assumption: "Parents, not athletes, book the sessions." Type: user. Confidence: low. Impact if wrong: high. Test: 5 booking interviews + check who the account emails belong to.

2 · Risk grid

Plot each assumption. The top-right — low confidence, high impact — is your test-first pile.

High confidence · High impact <i>Proceed, but keep an eye on it</i>	Low confidence · High impact <i>Test these first</i>
High confidence · Low impact <i>Safe to assume</i>	Low confidence · Low impact <i>Park it — revisit if it matters later</i>

3 · Turn a risky assumption into a testable hypothesis

A hypothesis is an assumption written so reality can prove it wrong. Use this shape:

EXAMPLE

*We believe that [parents are the real decision-makers].
We'll know we're right when [60%+ of bookings come from accounts owned by an adult, not the athlete].*

If we're wrong, we'll [redesign the booking flow around the athlete instead].

Your hypotheses
