

# JAVELIN Board

Start here. Brainstorm with stickies, pull it over to the right to start your experiment		Experiments	1	2	3	4	5
Who is your customer? Be as specific as possible.		Customer					
What is the problem? Phrase it from your customer's perspective.		Problem					
Define the solution only after you have validated a problem worth solving.		Solution					
List the assumptions that must hold true, for your hypothesis to be true.		Riskiest Assumption					
<b>Need help? Use these sentences to help construct your experiment.</b>		Method & Success					
To form a customer/problem hypothesis: I believe my customer has a problem achieving this goal.	To form a problem/solution hypothesis: I believe this solution will result in quantifiable outcome.						
<b>Get out of the building!</b>							
To form your assumptions: In order for hypothesis to be true, assumption needs to be true	To identify your riskiest assumptions: The assumption with the least amount of data, and core to the viability of my hypothesis is ...	Result & Decision					
Determine how you will test it: The least expensive way to test my assumption is ...	Determine what success looks like: I will run an experiment with # of customers and expect a strong signal of # of customers.	Learning					

