

Hypothesis Testing Map

Context _____



Start by defining the customer use case (the why?) and your product or feature vision (the what?). Then break it down into testable hypotheses (the how?) with clear success criteria. Document learnings after each test to guide the next iteration.

Customer Use Case

Formulate: [User segment] needs to [achieve goal or solve problem] in order to [desired outcome or value]..

Product | Feature Visions

Formulate: We aim to [change or introduce this feature or behavior] so that [target users] can [specific value, action, or improvement].

Format & ID	If we [what is tested]	then [the user base]	acts [expected behavior]	because [the reason]	We accept when [threshold value]	Learnings