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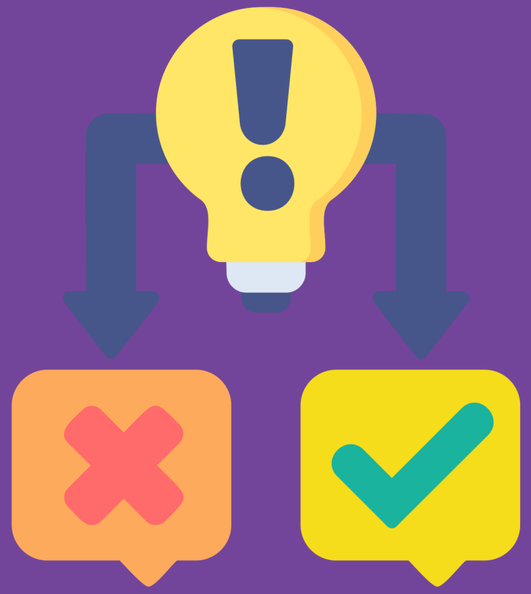

Crafting an assumption test statement

THE INNOVATION LAB

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WHAT IS AN ASSUMPTION TEST STATEMENT?

An assumptions test statement is a tool that can be used to surface hidden or overlooked assumptions that you may be holding about your proposed innovative solution.

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WHY YOU SHOULD CREATE AN ASSUMPTION TEST STATEMENT

The point of this exercise is to help you identify and prioritise which of potentially many assumptions about your proposed innovative solution you wish to test and verify or disprove.

Now, you may be holding several assumptions and so it is best to use this tool to pull out the most important, meaning the assumption that carries the most weight in determining the future success and impact of your proposed innovative solution.

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THERE ARE 2 PARTS TO AN ASSUMPTIONS TEST

PREP WORK BEFORE THE TEST

Rapid brainstorm of assumptions

Choose one to test

Create test plan

Create test hypothesis / expected results

RESPONSIVE WORK AFTER THE TEST

Summarise the test conducted

Synthesise the test results and compare the expected results with actual results

Identify new insights and learnings from results

Make responsive adjustments to innovative solution

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INNOVATION ASSUMPTION TEST STATEMENT

PREP WORK BEFORE THE TEST

What assumptions are you holding about your innovative solution?

(List assumptions)

What is the critical assumption you are going to test?

(Choose one assumption that you wish to test. Ideally, this will be the assumption that is the most obvious and/or has the most influence on the future outcome and impact of your innovation.)

How can you test this assumption?

(Assumption tests can look different depending on the assumption itself and the conditions in which it is being tested. For example, an assumption test could involve a set of statements about your innovation to be proven or disproven in a questionnaire or survey. Alternatively, an assumption test could involve a prototype pilot test in which an in-built feedback loop is tied to the part of the prototype that your assumption hinges on e.g., design, users' needs, etc.)

What results do you expect from your assumption test?

(Create a test hypothesis and test plan, including results you expect to see from the assumption test.)

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INNOVATION ASSUMPTION TEST STATEMENT

RESPONSIVE WORK AFTER THE TEST

What was the test you conducted?

(Describe the test and conditions in which the assumption test was conducted.)

What were the actual results / observed behaviours during the test?

(Synthesise the test results and compare the expected results from before the test with the actual results yielded.)

What new insights have you gained from the test?

(Identify new insights and learnings from results. Put simply, did the assumption test prove or disprove your assumption? What are the implications of this for your innovation, design, delivery, and intentionality?)

What will you change in response to the test results and subsequent lessons learned?

(Identify and make an action plan to implement responsive adjustments to improve your innovative solution.)

CONGRATS!

You have completed your innovation assumption test statement.