

# Identify risky assumptions

## Identify risky assumptions

### Goals

- Externalise the things that we implicitly believe to be true about our users
- Identify assumptions that, if invalidated, would make it difficult to pivot

### Anti-goals

- Focusing on solutions
- Attempting to validate / invalidate assumptions in the room

Activity: Externalise assumptions profile #1

- Grab a sharpie and some stickies.
- Looking at **profile #1**, what did you assume to be true?
- You have **5 minutes** to brainstorm **silently**, one idea per stickie.
- Put your assumptions on the sheet to the right of the specific profile.



***Pro tip***

*At the top of your stickie write "Assumption."*

Activity: Externalise assumptions profile #1

- Group and dedupe assumptions as a team.
- Refactor or write new stickies.
- Speak **only** when absolutely necessary.
- You have **5 minutes**.



## Activity: Assumptions to validate #1

- Looking at the assumptions you generated, which are the **riskiest if invalidated?**
- You will have **3 minutes** to dot vote as a team.



## Define learning goals

### Goals

- Assess **risk vs. confidence** for assumptions across profiles
- Translate **high risk + low confidence** assumptions into learning goals

### Anti-goals

- Deep dives into solutions
- Wordsmithing or bikeshedding

# Risk vs. confidence

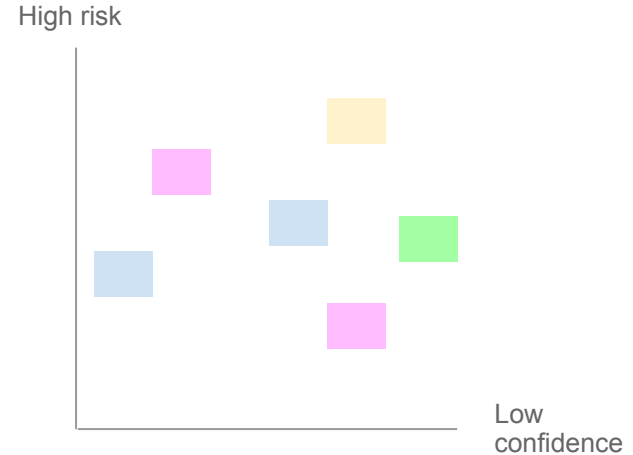
## Risk vs. confidence

When assessing **risk**, ask

- How bad will the outcome be if our assumption is later invalidated?
- Will it profoundly impact the direction of the product?
- Is it a one-way door?

When assessing **confidence**, ask

- How sure are we that this assumption is valid?
- How much data do we have?
- How good is our data?





## Activity: Risk vs. confidence

- Move the riskiest assumptions for each user to the **left of the canvas**.
- We'll go around the room; pick a risky assumption and **place it on the canvas**. **Explain why** you put it there.
- You may need to **move other assumptions** to define relative risk and confidence.
- If anyone in the room **has questions or disagrees** with the placement, discuss until we're roughly aligned.

