



# Hypotheses creation

The scientific method applied to design




“The assumption in Lean UX is that the initial product designs will be wrong, so the goal should be to find out what’s wrong with them as soon as possible.”

**Jeff Gothelf, Lean UX**

## **The focus**

Gather user feedback as quickly as possible to guide your designs

The background is a green-tinted image of a workspace. It features several sticky notes of various colors (yellow, orange, green) and handwritten notes in black ink. Some notes contain text like "Welcome Tom", "Ask questions", "Live demo", "Checklist", "Spreadsheet", "Template", and "Camp". There are also some diagrams and arrows scattered across the surface.

We're asking  
complex questions



Prototypes help us  
ask them

We capture **questions** as **hypotheses** to prove or disprove with **prototypes**

hy·poth·e·sis

**A proposed explanation, made on the basis of limited evidence, as a starting point for further investigation**

# Design Hypothesis

**A proposed solution, based on limited findings, as a starting point for further testing**



A good hypothesis is

**Based off research**

**Proposes a solution**

**Defines how it is proven**

We believe [possible solution]

We know we're [right / wrong]

When the user [behavior]

We believe  
**users want to take photos to create a task list**

We know we're  
**right**

when the user  
**gets excited about the idea and tells us about  
another time they've done something similar**

# The scientific method applied to design

Form a hypothesis

Create a prototype based off it

Test it

Repeat

