Hypotheses creation

The scientific method applied to design

"The assumption in Lean UX is that the initial product designs will be <u>wrong</u>, so the goal should be to <u>find out what's wrong with them as soon as possible</u>."

Jeff Gothelf, Lean UX

The focus

Gather user feedback as quickly as possible to guide your designs

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