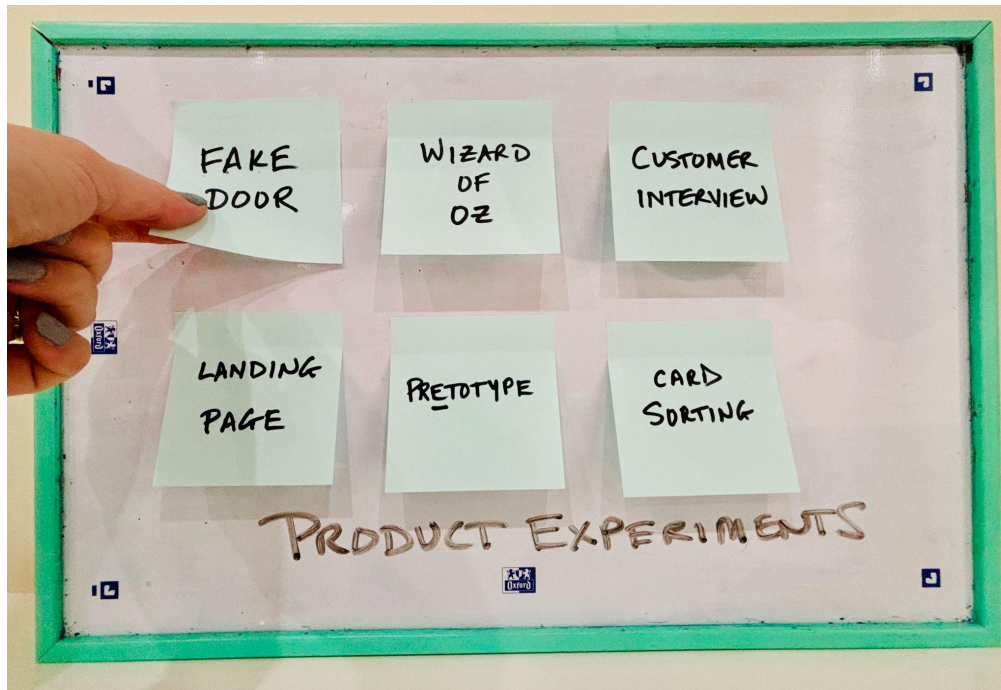


Help Testing Assumptions & Crafting Experiments



To start, here's access to our [Product Experiment Garage Miro board](#).

And here are some of our favorite resources to support critical thinking in your product discovery:

1. Pre-Validation

- [Lean Product Canvas](#) (Sense & Respond Learning) — A framework that works as a light business case with steps for ideating and planning your hypothesis-driven experiments. It's a valuable set-up experiment design. There's even a companion Lean Strategy Canvas in case you need to take another step back.
- [Business Model Canvas](#) (Strategyzer) — a one-page model that provides an overview of a company's value proposition, target customers, revenue streams, cost structure, key

activities, resources, partnerships, and channels.

2. Experiment Design

- [Hypothesis Prioritization Matrix](#) (Jeff Gothelf) — A valuable exercise for prioritizing the most important thing to learn next.
- [Test Card](#) (Strategyzer) — A printable sheet that gets you thinking through your test criteria to help craft your experiment.
- [Editable version of Strategyzer Test Card](#) (prepared by Maurice McGinley) — Same as above but in the Cloud.

3. Assumptions and Believability of Results

- [Assumptions Mapping Template](#) (David J Bland) — MURAL board for mapping and prioritizing your hypothesis' assumptions.
- [Assumptions and Experiments](#) (Miroverse) — Miro template suitable for a workshop illustrating best practices.
- [AssumptionsGPT](#) (David J Bland) — A chat that can generate assumptions and prioritize them based on your hypothesis. It's only as good as the info you feed it so check the strength of your hypothesis first, and always take the results with a grain of salt. You are the expert, not the GPT!
Note: Requires GPT4.o (a paid service).
- [The Truth Curve and the Build Curve](#) (Giff Constable) — An easy way to understand if you can believe what you're learning.
- [Innovation Accounting & Experiment Tracker](#) (prepared by Maurice McGinley) — a spreadsheet dashboard for tracking idea validation over multiple experiments.

4. Experiment Types

- [Experiment Library Poster](#) (Strategyzer) — PDF of 44 Discovery and Validation experiments to help test your ideas.
- [Validation Patterns](#) (Learning Loop) — Idea Validation Playbooks for validating the Problem, Market, Product, and Willingness to Pay.
- [UX Research Methods and Usability Testing](#) (Norman Nielsen Group) — YouTube series on high-ROI user research.
- [ExperimentsGPT](#) (David J Bland) — A chat that can generate experiments based on your hypothesis and assumptions. It's only as good as the info you feed it and it can be used in conjunction with the AssumptionsGPT.

Note: Requires GPT4 (a paid service).

5. Insights

- [Learning Card](#) (Strategyzer) — A printable sheet that lets you systematically capture insights from your experiments and take action on them. (You can also use the Innovation Accounting/Experiment Tracker from above.)

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For async help, join our free Product Experiments Community of Practice on [Slack](#).

Need something private and scalable? We can bring the Product Experiment Garage to you so you can achieve your numbers and your product strategy — faster and under NDA. [Let's talk!](#)

 Connect with your hosts [Chantal Botana](#) and [Maurice McGinley](#) on LinkedIn.

 [Invite friends and colleagues](#) to participate, and finally, here's a little survey to provide [continuous feedback on Product Experiment Garage](#). 