



EXPERIMENTATION

# ASSUMPTION MAPPER

The assumption mapper is a tool designed to identify and prioritise key assumptions about desirability, viability and feasibility of a product or service. The key to de-risking innovation projects is not just identifying the riskiest assumptions — the ones that if invalidated would kill the project — but also figuring out which ones are the easiest to test.



**FORMAT**  
Template



**TIMEFRAME**  
1 hour



**GROUP SIZE**  
5



**FACILITATION LEVEL**  
Beginner



**REQUIRED MATERIALS**  
Papers, Post-its

## STEPS

1

Individually write down 4 key assumptions about desirability, viability and feasibility –10 min.

2

Share your assumptions and build on each other's assumptions –15 min.

3

Identify which assumptions are critical by asking yourself: If this assumption were invalidated, would it kill our project –15 min?

4

Focus on the critical assumptions and identify which ones would be easy or difficult to test –10 min.

5

Agree with the team on which assumptions you will test first based on your assumption map –10 min.

### Benefits

- Challenging and prioritising assumptions.
- De-risking product or service failure.
- Prioritising the features to be tested.
- Identifying areas of improvement.

### Tips

- Focus on the assumptions from the users' point of view.

**Sources**

1. Board of Innovation