

Rapid Experiments with Customers

Use this tool to guide quick and effective tests of your ideas.

DESIGN FOR DELIGHT



1 Solution Idea

Summarize the idea you want to test, which will have a big impact on the Customer Problem

2 Leap of Faith Assumptions

After identifying what must be true for your solution to work, capture the riskiest assumptions here.

A. Assumptions about Customer Behavior

Customers will...

B. Assumptions about what your team can do

We can...

3 Test Plan

Create a plan to test ONE of your top Leap of Faith Assumptions

If we:

Describe how you will run the test

Then

What the customer will do

Which we will measure by:

How you will know if the test was successful

Success for this metric will be:

The minimum number or percentage for the test to be successful

4 Results and Next Steps

Capture what you learned from the test & decide how to move forward.

A. Was the test successful based on your test metric plan?

☐ Yes ☐ No

B. What did you learn from your test?

C. What will you do next? Add notes from your plan.

☐ More Customer Empathy:

☐ Come up with new ideas:

☐ More Experiments:

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