**Problem:**
What business/problems have you identified that needs help?

**Outcomes:**
What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

**Challenges:**
Which obstacles will you face ahead? Who are your main competitors?

**Differentiators:**
What will be different in your product compared with current similar solutions? How will you overcome the challenges?

**Measurement:**
How to track success? What's your main goal timeframe?

**Solution Ideas:**
List features, enhancement, and overall ideas that help your target audience achieve the benefits they’re seeking.

**GO/NO GO:**
With steps 1 to 11 completed, answer these last questions.

1) Did you survey each risk/assumption?  
2) Did the survey results validate your ideas?  
3) Is your idea still valid?  
4) Do you have all the resources to build your solution?

**Users and Customers:**
What types of users and customers should you focus on? In which demographics, gender, age are they?

**User Benefits:**
What are the goals your users are trying to achieve? What is motivating them to seek out your solution?

**Hypotheses:**
Combine the assumptions from 2-8 into the following template hypothesis statement: "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]." Each hypothesis should focus on one feature.

**Riskiest Assumptions:**
For each hypothesis, identify the riskiest assumption. This is the assumption that will cause the entire idea to fail if it is wrong.

**Risk Management Experiments:**
Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

**Decision:**
Adapted from Jeff Gothelf's Lean UX Canvas and Jim Kalbach's UX Strategy Blueprint

1) Did you survey each risk/assumption?  
2) Did the survey results validate your ideas?  
3) Is your idea still valid?  
4) Do you have all the resources to build your solution?

Paint the Decision slot below:
- All your answers above were YES - You are ready to move to build your idea!
- At least one of your answers was NO - You may need to do more research until you get positive answers to all questions.
- You answered NO to question 3 - Don't spend time if your idea is not valid anymore.