

# HYPOTHESIS GENERATION

Clearly define how you will test and evaluate your solution.

## SIMPLE HYPOTHESIS STATEMENT:

**We believe that if we**

describe your solution

**then**

the measurable result you expect to see

## Components of a strong hypothesis

1. The change that you're testing.
2. Who you expect it to impact.
3. What impact you expect.
4. By how much.
5. After how long.
6. Why you expect it.

## DETAILED HYPOTHESIS STATEMENT:

**We believe that if we**

describe your solution

**for**

the group you expect to impact

**then**

the measurable result you expect to see

**by**

how far do you expect to move the needle

**in**

how long will it take for you to see the result

**because**

explain the reasoning behind your hypothesis