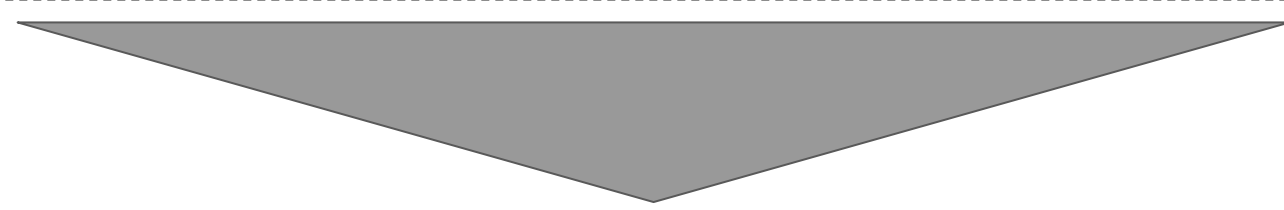


CUSTOMER: _____

ASSUMPTIONS

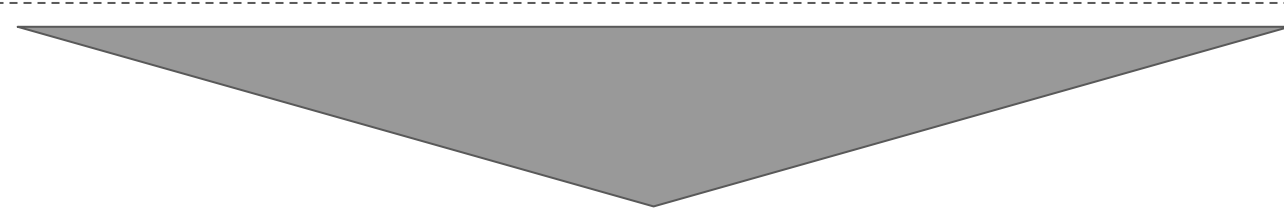
What's in the way of achieving the goal?



Select one assumption: what should be tested first?

SKATEBOARD IDEATION

How could we test our assumption?



Build out your most promising skateboard.

SKATEBOARD NAME: _____

Describe your first experiment.

ROLES

Who needs to be involved?

RESOURCES

What supplies are needed?

TIME

How much time will it take to test our skateboard?

KEY MEASURES

How will we know if it works?