

# Hypothesis

Project..... Date.....

## Problem Statement

A reminder of the problem your users are facing

	<b>needs a way to</b>
persona	
user's need	
<b>because</b>	
insight	

## Hypothesis

What can you do to address the problem?

<b>We believe that by</b>	
	<b>for</b>
doing something/creating a type of experience	
these people/personas	
this outcome	
<b>We will know this to be true when</b>	
we see this feedback/qualitative insight/quantitative measurement	