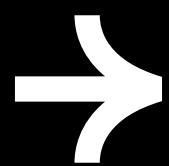


**ASSUMPTION  
VS.  
HYPOTHESIS  
IN PRODUCT  
DISCOVERY**

@VALLABHCHITNIS





# MISCONCEPTION

Many Product Managers confuse *assumptions* with *hypotheses*.

Understanding the difference is key to successful **Product Discovery**.



# **ASSUMPTION**

- A belief about your product, market, or users that lacks proof.
- Use this to explore unknowns.

## **Example:**

“Users will use our app daily.”

## **Ask Yourself:**

“But how do we ***know*** this is true?”





# HYPOTHESIS

- A testable statement based on assumptions, backed by data.
- Use this to validate or challenge assumptions.

## Example:

“If we improve onboarding, daily active users will increase by 10%.”

## Ask Yourself:

“But how do we ***prove*** it”





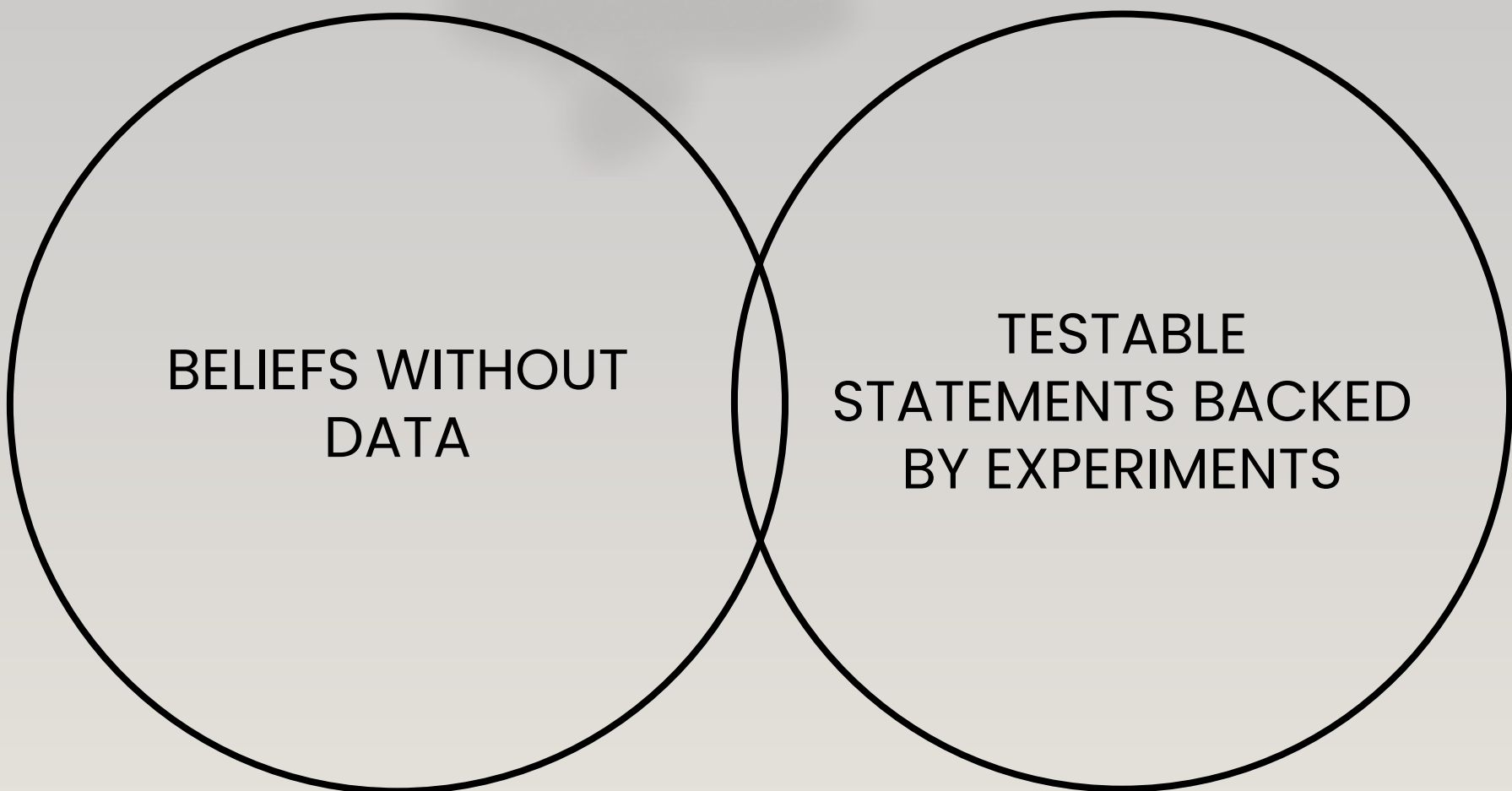
# KEY DIFFERENCES

**Assumptions** help you **explore possibilities.**

**Hypotheses** help you **test and validate.**

Assumptions

Hypotheses





# STEP-BY-STEP GUIDE

- 1. List Assumptions:** What are your beliefs about the product or user?
- 2. Formulate Hypotheses:** Turn key assumptions into testable statements.
- 3. Test & Iterate:** Experiment and collect data to validate or invalidate.

ASSUMPTION ➡ HYPOTHESIS ➡ EXPERIMENT ➡ INSIGHTS





# EXAMPLE

**Assumption:** Users will complete sign-up if we reduce form fields.

**Hypothesis:** If we reduce form fields to 3, sign-up completion will increase by 30%.

**Outcome:** After A/B testing, sign-up rates increased by 20%



# **TAKEAWAY**

**Assumptions** help you explore,

**Hypotheses** help you prove.

***Master both** to build better products faster and smarter.*







**SHARE AN  
ASSUMPTION  
YOU'RE TESTING  
RIGHT NOW!**

