

Product Hypothesis Canvas

Design for

Date

1

We believe that ...
describe what we plan

2

For (whom)...
target audience

3

To achieve...
what kind of result we are expecting

short / long term goal

4

How do we measure this?
metric and method for verification

attendance / engagement / conversion / loyalty / money /
A/B / interview / form / analytics / focus group

5

Positive

6

Negative

IMPACT

impact / related items / effects