Customer evidence: set the test

Start with one customer group and one problem. Read the companion web guide for a worked example. Use role labels, not private customer information.

Customer group, user, payer, and problem hypothesis

Recent situation to investigate; consequence that may matter

Current workaround and strongest reason a new offer may not be needed

Contrasting perspectives to seek; consent and note-taking boundaries

Time cap, cost cap, and review date

Evidence that would justify a next test, a revision, or stopping

Capture episodes, not compliments

One row per independent situation. Mark observed behavior versus a person's report. Record a recent event, not only an opinion. Duplicate this page if needed.

Date / role / observed or reported	Episode / consequence / basis of estimate	Workaround / user / buying constraint	What changed my mind / next question

Buying conditions: who can approve, timing, switching effort, missing evidence

Contradictions, sample limitations, and claims we cannot yet support

Authorize only the next step

Choose continue, narrow, revise, or stop. One successful test does not prove repeat demand. Keep the commitment within the limits set on page 1.

Best evidence for and against the problem, buying conditions, and delivery

Weakest important assumption; smallest honest test that addresses it

Test scope, recipient, permission, effort, and what will be delivered

Baseline, success evidence, stop condition, and review date

Decision and rationale; uncertainty we are accepting

Next action, accountable role, due date, and spending limit