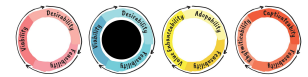
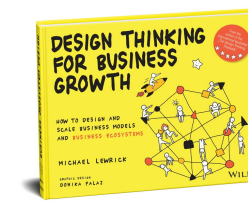


Project:  
Team:  
Version & Date:

# PIVOT MATRIX



Quick guide: The *Pivot Matrix* helps to document in a matrix in which, in addition to the actual customer hypothesis, the problem hypothesis and finally the solution hypothesis (1). The experiment is conducted based on the respective assumptions. With regard to the assumptions, it is sensible to prioritize the assumption with the greatest risk and test it first.

More tips & tricks for this template on book page: 218

Lewrick, M.  
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Track Pivots	START	1 <sup>st</sup> PIVOT	2 <sup>nd</sup> PIVOT	3 <sup>rd</sup> PIVOT	4 <sup>th</sup> PIVOT
CUSTOMER HYPOTHESIS					
PROBLEM HYPOTHESIS					
SOLUTION HYPOTHESIS					

DESIGN EXPERIMENT <i>List of core assumptions</i>	RISKIEST ASSUMPTIONS	RESULTS		INVALIDATED		VALIDATED	
		Protocol of results from interacting and engaging with user/customer		1	2	1	2
2	METHOD	3		3	4	3	4
	MINIMUM SUCCESS CRITERION			5	6	5	6

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