

ASSUMPTION	CATEGORY	SEVERITY	EXPERIMENT DESIGN			INTERPRETATION	OUTCOME	DECISION
We currently believe that ...	☒ Desirability ☐ Feasibility ☐ Viability	☒ Make or Break ☐ Strategic ☐ Tactical	The fastest way to get data would be to ...	The most reliable data could be generated by ...	Therefore we will ...	We will know this, when we see ...	We learned that ...	Based on the learning, we will ...
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