

# I ACT RISKIEST ASSUMPTION TOOLKIT 08 TESTER

1 Start by defining the job you are aiming to help your customer complete.

2 Determine the customer promise, what customers can expect from your product.

3 List each interaction the customer needs to take to go from the promise to the completed job.

4 Remove any steps that are not absolutely critical to the completion of the job.

<p><b>1</b> <b>VALUE CONCEPTION</b></p> <p>“As a [customer] I want a [feature description] So that [value description]”</p>	<p><b>3</b> <b>STEP 1</b> What is the <b>FIRST</b> experience between your customer and product</p> <p><b>STEP 2</b> What is the <b>SECOND</b> experience between your customer and product</p> <p><b>STEP 3</b> Etc...</p> <p><b>STEP 4</b></p>				<p><b>2</b> <b>VALUE DELIVERY</b></p> <p>The first time a customer receives value from your product or service.</p>
	<p><b>4</b> <b>EXPERIENCE 1</b></p> <p>What can you remove and still deliver the desired value?</p> <p>Why are these steps critical to the overall success of the product?</p>	<p><b>EXPERIENCE 2</b></p> <p>Why are these steps critical to the overall success of the product?</p>	<p><b>EXPERIENCE 3</b></p> <p>Etc...</p>	<p><b>EXPERIENCE 4</b></p>	
	<p><b>5</b> <b>ALTERNATIVE 1</b></p> <p>How can you deliver the same result with minimal build effort?</p> <p>What services already exist which could act as a substitute for this step?</p>	<p><b>ALTERNATIVE 2</b></p> <p>What services already exist which could act as a substitute for this step?</p>	<p><b>ALTERNATIVE 3</b></p> <p>Etc...</p>	<p><b>ALTERNATIVE 4</b></p>	

