

The Validation Card

Research name:	Duration:
Research lead:	Deadline:

STEP 1: HYPOTHESIS

We believe that

State what you expect to be true — something testable.

STEP 2: TEST

To verify this, we will

Define the method — e.g. usability test, prototype test, survey.

STEP 3: METRICS / SIGNALS

We'll measure or observe

Define what success looks like — e.g. completion rate, reduced errors.

STEP 4: DECISION CRITERIA

We will know we were right if

Define what result or behavior confirms the hypothesis.