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Six Thinking Hats

Optimism

- What are the good points?
- What are the benefits?
- How will it help us?

Discernment

- What is wrong with it?
- Will it work?
- What are the weaknesses?

Emotions

- How do I feel about this right now?
- How cold/warm do I feel about this?
- How am I reacting to this?

Information

- What information/faccts do we know?
- What information is missing?
- What is relevant?

Creativity

- What are possssible ways to work this out?
- What are other ways to solve the problem?

Management

- What have we done so far?
- What do we do next?
- What decision have we reached?

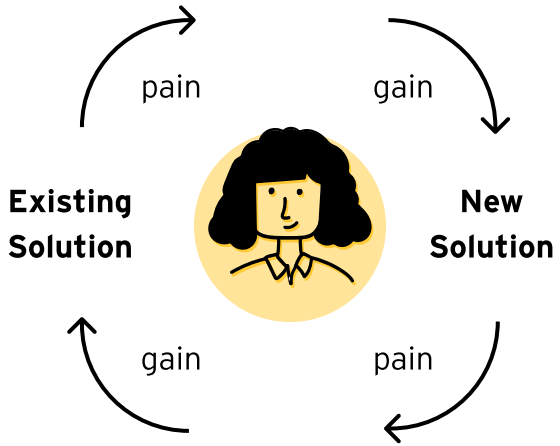
Capture Feedback

What Worked?	**What Could Be Improved?**
Open Questions?	**Further/New Ideas?**

Value Proposition

What Makes Your User Willing To Change?
(Obstacles)

What Makes Your User To The New Solution?
(Benefits)



What Makes Your User Willing To Stay?
(Habits)

What Makes Your User Pull Back From Adopting The New Solution?
(Anxiety)

User Testing

Step 1: Hypothesis

We Believe That...

Step 2: Test

To Verify That, We Will...

Step 3: Metric

And Measure...

Step 4: Criteria

We Are Right If...

Learning & Iterating

Step 1: Hypothesis

We Believe That...

Step 2: Observation

We Observed...

Step 3: Learnings And Insights

From That We Learned That...

Step 4: Decisions And Actions

Therefore, We Will...

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Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Channels
	Key Resources		Customer Segments	
Cost Structure			Revenue Streams	

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Lean Canvas

Problem Box	Solutions	Value Propositions	Unfair Advantages	Channels
	Key Metrics		Customer Segments	
Cost Structure			Revenue Streams	