

Before Discovery: Decision Framing

By **[date]**, who must decide between **[options]** to achieve the desired **[outcome]**?

Decision framing

Pending product decision

What exactly must be decided before Discovery starts?

Viable options

Which options are genuinely on the table?

Outcome & accountability

Intended outcome

What user or business outcome should change?

Owner & deadline

Who decides, by when, and in which forum?

Assumptions

Critical assumptions

What must be true for each option to work?

Current evidence

What do we already know, and what remains uncertain?

Priority

Research-worthy risk

Which assumption has the highest uncertainty impact?

Evidence

Decision evidence

What would support or refute that assumption?

Commitment

Response to evidence

What will change if results differ from expectations?

Before Choosing a Research Method

Evidence gap

Which **evidence gap** blocks the decision and what is the smallest credible and viable way to close it?

Research question

Decision-relevant uncertainty

Which single uncertainty prevents a confident choice?

By when must the answer be useful?

Evidence need

Observable evidence

What must we see, hear, or measure?

What result would count as counter-evidence?

Method fit

Method & sample

Which method can produce credible evidence?

What sample, source, and duration are sufficient?

Possible results & pre-committed decisions

Result A

Assumption supported → proceed

Result B

Evidence mixed → adapt and target the remaining gap

Result C

Assumption refuted → stop or choose another option

Decision

Next decision: Record evidence, residual uncertainty, owner and next step.

Prompt: From Research to a Decision

Copy the seven lines in order, and review the result together before acting.

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| 01 | Role & goal: Act as a Product Discovery facilitator. Anchor research in a concrete product decision. | <i>Sets the role and keeps the work decision-led.</i> |
| 02 | Decision framing: Ask "What must we decide? Which options are viable? Who decides, by when, and what outcome should change?" | <i>Creates scope, accountability and a deadline before Discovery starts.</i> |
| 03 | Assumptions: Ask "What must be true for each option?" List 3–5 assumptions; prioritise by uncertainty × impact. | <i>Focuses effort on risks with the highest decision value.</i> |
| 04 | Evidence: Ask "What would support or refute each assumption, and what do we already know?" | <i>Makes assumptions falsifiable and separates knowledge from gaps.</i> |
| 05 | Method: Ask "Which evidence gap blocks the decision?" Recommend the smallest credible method, sample and duration. | <i>Makes the method follow the evidence need, not the other way around.</i> |
| 06 | Decision rules: Define signals and thresholds for Go, Adapt, Wait or Stop; state the action for each result. | <i>Reduces confirmation bias and pre-commits the response to results.</i> |
| 07 | Output: Return the completed canvas with decision, assumptions, evidence plan, rules, owner, residual uncertainty and next step. Mark gaps; invent nothing. | <i>Produces an actionable output without fabricated details.</i> |