**Focus on problem statements first instead of solutions.**

*How do you know a solution will have success without data knowing it's a problem?*

**Ensure every problem statement is generated from research.**

*This enables opinions to be deprioritized and data to be front and center in the conversation*

**Be open to testing an alternatives solution, as long as it is core to the same problem statement.**

*Unless you have more data prioritizing your solution over someone else's solution, consider that their solution may have other impacts and may be worth testing over yours.*

**Research:**

Includes things such as user testing, heatmaps, session recording, analytics, etc.

**Issue/Problem Statement:**

Issues are identified from research, and problem statements clearly define what those issues are that users have

**Hypothesis:**

Hypotheses are proposed ideas on how to solve for those clearly defined problem statements

**Solution:**

A solution in this case is a defined, tactical execution on how to solve for the defined problem statement as proposed in the hypothesis - many solutions can be designed for a single hypothesis