

# Define assumptions and hypothesis

## Instructions

### What

Writing your assumptions first is useful for creating your hypothesis. An assumption is a belief that is held to be true without proof to verify its authenticity. A hypothesis is a belief that you want to test. You will use your hypothesis to define your experiment. The outcome of your experiment should prove or disprove your hypothesis.

### Null hypothesis

It is also useful to create a null hypothesis. Null hypothesis help you be unbiased by measuring things that might contradict your own opinion.

“A null hypothesis ( $H_0$ ) is a hypothesis which the research tries to disprove, reject or nullify” - [source](#)

To learn more about null hypothesis visit -  
[http://www.stats.gla.ac.uk/steps/glossary/hypothesis\\_testing.html](http://www.stats.gla.ac.uk/steps/glossary/hypothesis_testing.html)

### How

#### Template for writing a hypothesis:

**We believe** *[this statement is true]* for people like *[customer type]*

**We will know we're** *[right/wrong]*  
**when we see the following:**

*[qualitative feedback]* **and/or** *[quantitative feedback]* **and/or**  
*[key performance indicator change]*.

# Assumption and hypothesis template

Assumption

Hypothesis	
$H_1$	$H_0$ (null hypothesis)