

CARD 02 INVESTIGATE

Lead Roles:
Hipster (Customer Discovery)
Handler (Logistics & Scheduling)

1. Customer Discovery Metrics	
Number of Interviews	
Pattern 1	
Pattern 2	
Pattern 3	

2. Assumptions vs. Reality Matrix:	
Original Assumption:	
Market Fact Discovered:	

Sign-Off Checklist

- ☐ **Prospective customer/industry interviews completed.**
- ☐ **Problem validation confirmed (70%+ respondents face this exact pain point).**
- ☐ **Current customer workarounds and costs documented.**