ET vs PI matrix

Project: ..... Date: .....

		PI (Potential Impact)		
		Low	Medium	High
ET (Ease of Testing)	Complex			
	Medium			
	Simple			

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Testing Tool: ET vs PI Matrix

Prioritise which ideas to test first.

What is it?
The ET vs PI Matrix is a simple prioritisation tool used to decide which ideas should be tested first.

- ET = Ease of Testing
- PI = Potential Impact

By mapping ideas against these two factors, teams can identify options that are both easy to test and likely to create meaningful impact.

Why is it useful?
\When teams generate multiple ideas, it can be difficult to know where to start testing. This tool helps teams focus on options that:

- Have the potential to create meaningful change
- Can be tested quickly and practically

This avoids spending early testing effort on ideas that are low impact or highly complex to test. Remember that assessments of both impact and testability are still assumptions. These should be revisited as testing progresses.

When to use it?
Use the ET vs PI Matrix when entering the Testing phase, after generating a range of possible solutions. It helps teams decide which ideas to test first and where to focus their experimentation efforts.

How to use it
1. List the solution options. Write each potential idea or partial solution on a separate sticky note. These ideas usually come from the Creating phase.

2. Draw the matrix. Create a 3 × 3 grid on a whiteboard or workspace. Label the axes:

Horizontal axis – Potential Impact (PI)

- Low
- Medium
- High

Vertical axis – Ease of Testing (ET)

- Complex
- Medium
- Simple

3. Place ideas on the matrix. As a team, discuss each idea and place it in the grid based on:

- How easy it would be to test
- How much impact it could potentially create

Encourage discussion as ideas are positioned.

4. Identify testing priorities. Once all ideas are mapped, review the distribution. Focus first on ideas that are:

- High Potential Impact
- Simple to Test

These are typically the best candidates for early experimentation. Ideas that are complex to test and low impact should be noted but not prioritised initially. Depending on the number of ideas, it may also be useful to consider:

- Medium ease of testing + high impact
- Simple to test + medium impact

5. Capture the outcome. Record which ideas will move forward into testing. This ensures the team focuses on learning quickly from the most promising opportunities.

Plan of ATTACK

Project: ..... Date: .....

	Assumptions	Tests	True AND False	Accountable	Costs	Knowledge
	What are the key assumptions we need to test?	How will we test this with actual users?	How will we know it is true? How will we know it is false?	Who is responsible?	What are the costs?	What did we learn?
Desirability related						
Feasibility related						
Viability related						

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Testing Tool: Plan of ATTACK

Identify your assumptions and create a structured plan to test them.

What is it?
Plan of ATTACK is an assumption-mapping tool designed to help teams identify and test the beliefs underlying a potential solution. It makes assumptions explicit and creates a structured approach to testing whether those assumptions are valid. The acronym ATTACK stands for:

- A – Assumptions
- T – Test
- T – True and False
- A – Accountable
- C – Costs
- K – Knowledge

Why is it useful?
Many projects fail because teams move forward based on untested assumptions. This tool helps teams:

- Identify the critical assumptions behind a solution
- Design practical ways to test them
- Reduce risk early in the process
- Avoid confirmation bias

By testing assumptions early, teams can validate ideas before significant time, effort, or money is invested.

When to use it?
Plan of ATTACK is particularly useful:

- At the start of a project, when strategy and direction are forming
- During the Testing phase, when ideas need evidence
- Whenever key assumptions influence decision-making

How to use it
1. Identify the assumptions. Create a table and list the key assumptions behind your proposed solution. These assumptions typically fall into three categories:

- Desirability – Will users want or value this?
- Feasibility – Can we technically deliver it?
- Viability – Can it be sustained organisationally or financially?

If assumptions are missing from one category, use this as a prompt to ask what has not yet been considered.

2.. Define how to test each assumption. For each assumption, decide how it could be tested. Aim for tests that are quick and low-cost, especially in early stages.

3. Define what proves it true—and false. Clarify what evidence would show the assumption is:

- True
- False

Testing both sides prevents confirmation bias and leads to more robust learning.

4. Assign accountability and estimate costs. Decide:

- Who is responsible for running each test
- What resources or costs are involved

This helps ensure testing is clear and actionable.

5. Capture the knowledge gained. Once tests are completed, record the insights and evidence gained. New questions or assumptions may emerge. By tracking everything in the same table, teams can see how understanding evolves over time.