Four-bucket exercise

Transforming shared market knowledge into strategy

This collaborative canvas helps teams organize what they know (and don't know) about a market, product, or customer segment. By systematically sorting insights into four distinct categories, teams can identify gaps, challenge collective assumptions, and align on research priorities and next steps.

The four areas are, going from high to low certainty:

- **Known facts:** Information verified with evidence and data. These insights are ready to inform decisions without further investigation.
- **Strong hypothesis:** Educated assumptions backed by some evidence but requiring additional validation before being treated as facts.
- **Weak hypothesis:** Speculative assumptions with minimal supporting evidence, often subjective views or outdated information.
- **Unknowns:** Identified knowledge gaps and unexplored areas requiring dedicated research and discovery.

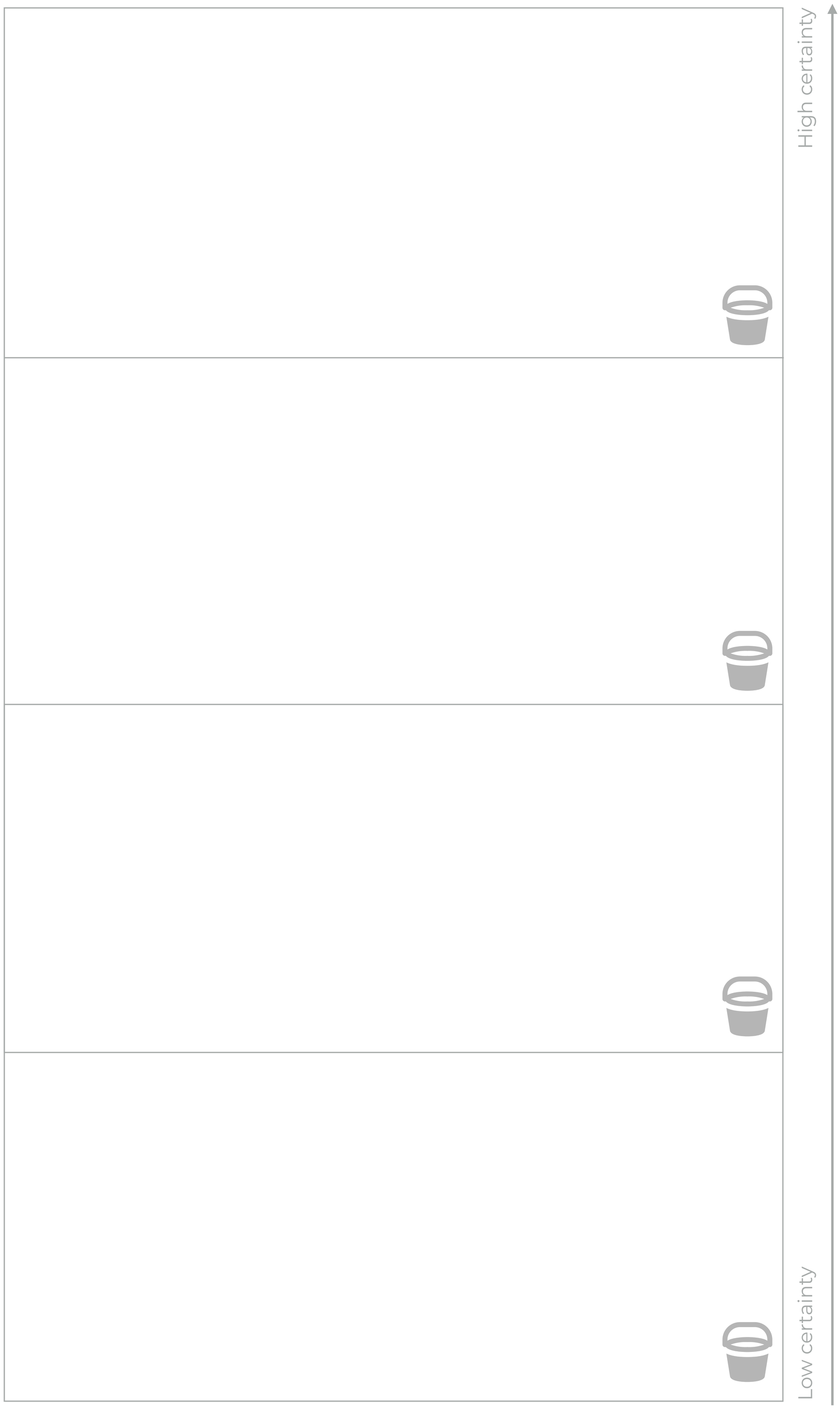
The objective is to take fragmented insights into a cohesive and collective understanding that guides strategic decision-making and prioritizes effective research efforts.

Developed by cultural strategist Dr. Chui Chui Tan and featured in Chapter 4 of her book "Research for Global Growth." For more context, listen to episode 34 of the How This Works show featuring Chui Chui (discussion begins around 21 minutes): https://www.howthisworks.show/034-dr-chui-chui-tan

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Known facts

Strong hypothesis

Weak hypothesis

Unknowns

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