

CHECKLIST FOR RAPIDLY VALIDATING PRODUCT IDEAS

1. Can you describe the problem your idea solves?

Task: Write a one-sentence description of the problem your idea addresses. Share it with 3 potential customers to confirm it resonates.
2. Have you identified your target audience?

Task: Define the specific group of people who will benefit most from your idea. Write down their key characteristics and pain points.
3. Can you create a simple prototype or mockup?

Task: Build a basic version of your idea (e.g., a clickable prototype, landing page, or sketch). Keep it simple and functional enough to convey the concept.
4. Have you tested your idea with real users?

Task: Share your prototype or mockup with at least 5 people from your target audience. Collect feedback on their first impressions and usability.
5. Have you validated the demand?

Task: Create a pre-order page, email signup form, or survey to gauge interest. Track how many people express genuine interest or commit.
6. Do you understand your competition?

Task: Identify 3 direct competitors. Write down what they do well and where they fall short. Highlight how your idea offers a unique advantage.
7. Can you measure success for this idea?

Task: Define 2-3 metrics to evaluate the success of your idea (e.g., signups, pre-sales, positive feedback). Use these metrics to make decisions.
8. Have you tested pricing or willingness to pay?

Task: Ask potential users what they would pay for your solution. Experiment with pricing options through surveys or mock purchase flows.
9. Have you identified potential barriers to adoption?

Task: List 3 reasons users might hesitate to adopt your product. Brainstorm ways to address or minimize these barriers.

Final Checklist:

Validation Step	Yes/No	Next Step
Problem clearly defined		Confirm resonance with users
Target audience identified		Refine audience profile
Prototype/mockup created		Build a simple concept
Tested with real users		Gather feedback and iterate
Demand validated		Gauge interest with signups or pre-orders
Competitive analysis completed		Highlight unique value
Success metrics defined		Track metrics during validation
Pricing tested		Experiment with pricing strategies
Barriers to adoption identified		Address potential obstacles