

Idea validation checklist

What problem(s) does the product solve?

I'm not sure but people love widgets!

If your product idea doesn't solve a problem then it will be of little value; People don't want product features, they want their problems solved!



Who does it solve the problem for?

I'm not sure but there is bound to be loads of people into this idea.

If your product idea doesn't solve a problem then it will be of little value; People don't want product features, they want their problems solved!



How many of these people are there?

Me, my colleague and his sister..

Solving a problem for a few people is great but It may not meet your objectives (e.g. selling your product); size your potential reach and profit (if paid product).



Who is doing this already?

I'm not sure – I haven't had time to look yet!

Don't invest time and money developing something that is already out there; If you are a 'me too' then be clear on how you can do better and launch at the right time.



Is the timing right?

Who cares, there's no time to spare!

The timing of your product launch is critical to its success. Think about whether your users are ready and able to use your product (e.g. requires internet in rural areas but coverage won't be there for years).



Great! Now it's time to test your idea with an audience..