IDEA VALIDATION

CHECKLIST

WRITTEN BY

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IDEA VALIDATION CHECKLIST

We've compiled a simple checklist that can be used when planning your idea validation process.

Use this 4-step checklist to follow the progress of each stage all the way from setting your goals and mapping the most critical assumptions to validating your idea.

1. SET GOALS

- [ ] Define your objectives and goals.
- [ ] What needs to be validated:
  - [ ] Market
  - [ ] Problem
  - [ ] Solution
  - [ ] Features
  - [ ] Business model
  - [ ] Price
- [ ] Set proof of concept goals.
  For example: 15 pre-orders, 50 signups, 100 blog subscribers, etc.

Tip: Keep it simple, the point is to test if your idea has potential, not to prove that it's perfect!

2. DEVELOP A HYPOTHESIS

- [ ] Map the most critical assumptions related to your idea.
- [ ] Choose the riskiest assumption that is testable and preferably includes a prediction.
- [ ] Set minimum success criterion based on your goals.

3. EXPERIMENT

- [ ] Choose the fastest and cheapest method for testing your assumption between different options:
  - [ ] Build an MVP
    - [ ] Landing page
    - [ ] Email
    - [ ] Physical prototype
  - [ ] Fake it 'til you make it/Wizard of Oz
  - [ ] Crowdfunding platform (such as Kickstarter)
  - [ ] A/B test: Make different versions of your advertising campaigns to see which one performs better.
- [ ] Execute: ask for feedback, ideas, responses, comments and look for common answers.

Tip: Use the Lean Service Creation's Handbook to test ideas in practice.

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4. VALIDATE AND DEVELOP

☐ Gather all data, sort it and analyze it.

☐ Did you meet the minimum success criteria?

    ☐ Yes

    ☐ No

If you didn't meet the minimum success criteria, analyze why, make changes and pivot.

If your minimum success criteria was met and your assumptions are valid, you can proceed with your idea.

HOW TO SUCCEED?

1. Be ruthlessly critical.

2. Keep the validation process simple.

3. Involve the right target audience.

4. Be systematic.

5. Look around and learn from others' mistakes.

6. Use a dedicated idea management software for gathering data and evaluating ideas. You can get started with Viima for free!

Tip: Download our Guide to a Successful Ideation Software Pilot!

Start in minutes

Validating ideas is easier with a dedicated tool for managing your entire ideation process.

It takes just minutes to adapt Viima to your processes and integrate to your existing systems like Office 365.

The best part is that of this is **free for up to 50 users**!

GET STARTED

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