

# 5 Steps of Idea Validation in the Real World: Worksheet

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## Step 1: Brainstorm Internally

Come up with the best 4 to 5 versions of your idea. In this step, your goal is to offer your best solutions or variations of your idea to present to your potential customers.

1.

2.

3.

4.

5.

## **Step 2: Don't ask Family and Friends**

Yes, in step 2 you are required to NOT do something. Why did I include this step? Because it's so hard to skip.

## **Step 3: Choose your Interviewees**

Next, make a list of 8-10 potential customers that you would like to interview and get feedback from.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## **Step 4: Conduct Your Informal Interview**

Review the video in the post for specific instructions for this step. Use the space below to take notes during your interview process. Take notes of not just their feedback but also how they give it. Take notice of body language and facial expressions.

## **Step 5: Review and Decide**

The last step is to review all your feedback and decide what worked best for your potential clients. Rank the different versions of your idea from 1 to 5 with 1 being the best-received idea and 5 being the least.

1.

2.

3.

4.

5.