# The Micro-Product Idea Validator

Pressure-test any micro-product idea in 15 minutes - before you build.

Companion to the Find Demand and Choose the Asset stages.

Most failed products were bad ideas, not bad execution. Run every idea through this validator before investing a single build hour.

## Step 1: Evidence Check (the Four Audience Signals)

[ ] I have seen the SAME question asked at least 3 times (repeated questions).

[ ] I know of a task people start but abandon halfway (unfinished tasks).

[ ] I can name a specific, avoidable error people keep making (avoidable errors).

[ ] Someone has explicitly asked me for an example, template, or walkthrough (requests for examples).

Score: 2+ signals checked = real demand. Fewer than 2 = keep listening, do not build yet.

## Step 2: The Scoping Test

[ ] The problem can be described in one sentence a 12-year-old understands.

[ ] The product helps the user make ONE meaningful move (not a transformation).

[ ] A user can finish it in a single sitting (under 60 minutes).

[ ] I can state the outcome with an observable verb (e.g. 'write', 'choose', 'complete' - not 'understand' or 'learn').

## Step 3: The Format Match

[ ] Checklist fits: the job is 'don't forget steps' (failure mode: false completeness).

[ ] Template fits: the job is 'fill in the blanks' (failure mode: empty placeholders).

[ ] Mini-guide fits: the job is 'decide and do' (failure mode: unbounded scope).

[ ] Kit fits: the job is 'assemble from parts' (failure mode: choice overload).

Pick exactly ONE format. If two seem to fit, your idea is two products - split it.

## Step 4: The Kill Criteria (check any that apply)

[ ] KILL: I cannot name 5 specific people who have this problem right now.

[ ] KILL: The 'outcome' needs more than one sitting to achieve.

[ ] KILL: I am building this because it sounds impressive, not because anyone asked.

[ ] KILL: A free alternative already does this job well enough.

*TIP: Any KILL checked = drop the idea today. Killing fast is the validator's real job - every hour saved goes to an idea that passes.*

## Your Verdict

Idea: _____ Date: _____

Signals found: ____/4  Scope pass: Y / N  Format: _____

Kills triggered: ____  DECISION: BUILD  /  PARK  /  KILL

Revisit parked ideas monthly - a 'no' today is often a 'yes' after more listening.