

Validation Checklist

RATE YOURSELF

1A. Did you get out of your comfort zone and talk to people you don't know?	Yes	No
1B. Were you able to validate your end users or buyers?	Yes	No
2A. Did you keep it simple?	Yes	No
2C. Were you able to perform three to five validation interviews.	Yes	No
2D. Did you shadow customers as they performed tasks related to the validation?	Yes	No
2E. Did you perform competitor usability test?	Yes	No
2F. Did you let them struggle when you asked them how to do a process?	Yes	No
2G. Did you try to sell something?	Yes	No
3A. Did you validate them with a prepared script, questions, and even visualizations?	Yes	No
3B. Did you record the validation?	Yes	No
3C. Did you avoid bias (did you ask questions before discussing your idea)?	Yes	No
3D. Did you give your respondents permission to be candid?	Yes	No
3E. Did you keep all questions to what they don't like or have done before?	Yes	No
3F. Did you dig deep to identify root causes of their problems?	Yes	No
3G. Did you throw in random questions to prevent bias?	Yes	No
3H. Did you clearly and without a doubt prove one of your biggest unknowns?	Yes	No
3I. Did you take time to thank them the next day?	Yes	No

Notes:
