**Validation Checklist**

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**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 ask the two magic questions (biggest problem w/ \_\_\_\_, why, why why? Yes No*

*3B. 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:

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