

I-D-E-A Framework™

A Lean Path from Imagination to Validated MVP

The **I-D-E-A Framework** provides a clear, repeatable structure for modern Product Discovery — combining human creativity with data-driven validation. It helps Product Managers and Founders move from raw imagination to measurable outcomes — fast, lean, and evidence-based.

Framework Overview

Step	Concept	Description	Example Tools / Methods
I — Imagination	Ideate Boldly	Generate bold, creative ideas beyond constraints. Encourage lateral thinking and user-first imagination.	Miro, FigJam, Brainstorm Boards, AI Ideation
D — Define	Diagnose the Real Problem	Refine ideas into actionable problem statements based on research and data.	User Interviews, JTBD, 5 Whys, Empathy Maps
E — Experiment	Validate with Evidence	Test hypotheses using minimal prototypes, fake-door tests, or experiments.	Figma, A/B Testing, GA4, Mixpanel
A — Apply	Implement & Iterate	Apply validated learnings to deliver the MVP. Measure impact, then iterate.	Jira, Notion, OKRs, Post-launch Analytics

Product Discovery Checklist (for each I-D-E-A stage)

- **Imagination:** Collect user insights, brainstorm “what-if” ideas, remove constraints.
- **Define:** Frame user problems clearly, link to measurable business or user outcomes.
- **Experiment:** Design MVP or landing page tests to validate assumptions quickly.
- **Apply:** Convert validated ideas into backlog stories, track KPI impact post-launch.

Example Use Case — TrackKit

TrackKit applied the **I-D-E-A framework** to design an AI-driven personal finance app. The team started with imagination sessions on real financial pain points, defined high-stress debt issues, ran quick prototype tests, and applied learnings into a working MVP within 4 weeks.

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