

You've chosen an audience, found a problem to solve, and come up with a potential solution — now it's time to test it!

Make a list of 20 individuals within the audience you've chosen. Then, share your idea with each, ask for feedback, and ask if they'd buy it. As you speak to each person, check them off using the list below.

Who are your potential customers?

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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Did you receive positive feedback from your test audience? If so, you're ready to move on to step four: Creating the Product. If not, see what other solutions you can think of and test your new idea until your audience responds favorably!