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7 questions to determine if your idea is worth pursuing
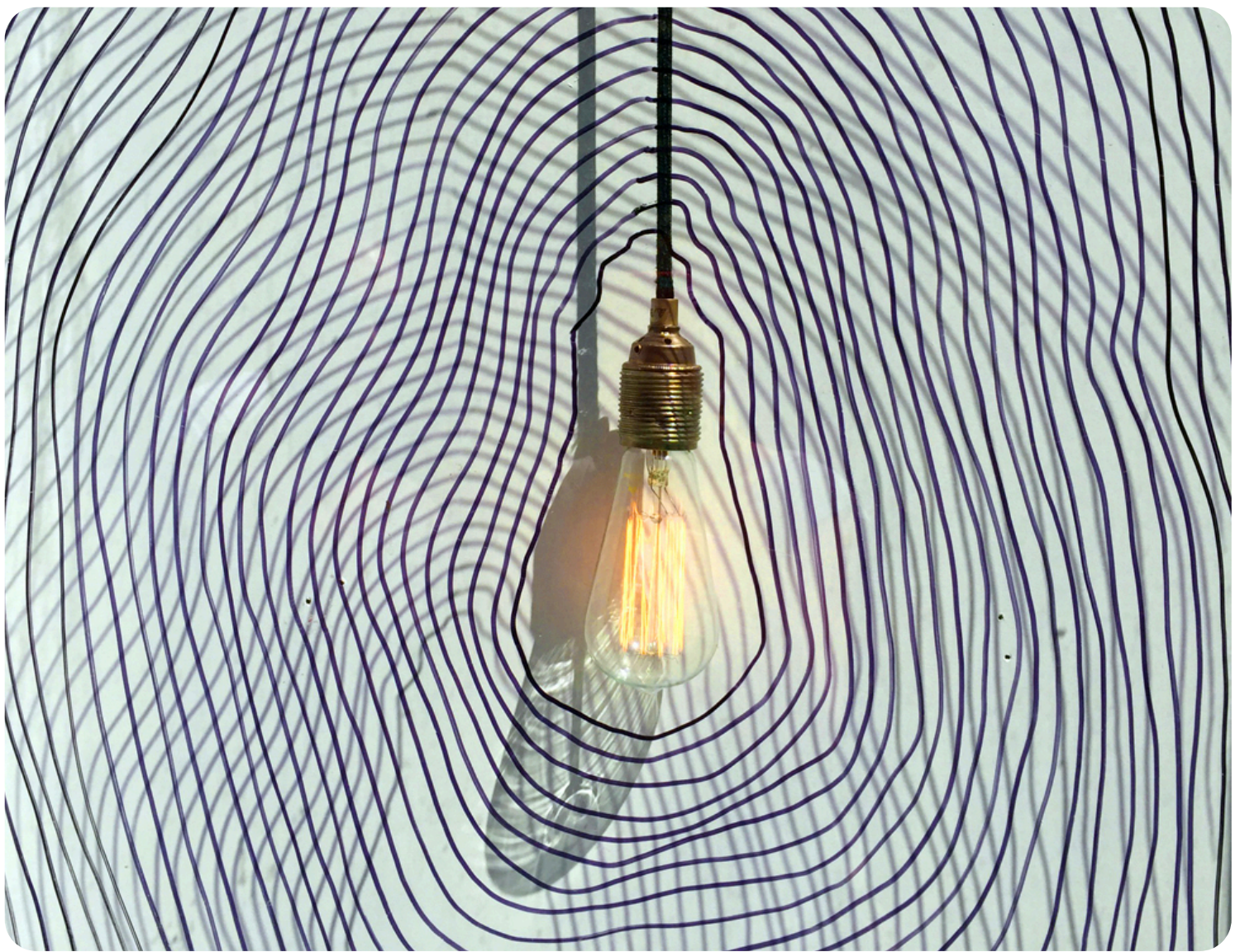
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Having an idea for a new product or feature typically starts with a sense of exhilaration. And then, all too often, self-doubt starts to creep in. Is this idea *really* good enough? Is it worth taking to the next step? Should I just file it away?

Two common culprits stifle innovation: analysis paralysis and when perfect becomes the enemy of good. (We could rattle off cliches all day long, but you get the point.) But guess what? Your idea doesn't need to be the next Uber or Airbnb to be worth pursuing.

Wouldn't it be nice to be able to begin to quantify if an idea of yours has potential? An exercise to increase clarity and gain confidence would be useful, right? I've used these 7 questions to help me begin to move a subjective hunch towards an objectively measurable opportunity.

🥇 Would your idea be a first of its kind in your industry?

✅ Does it solve a concrete problem for the user or the business?

☹️ Is that problem painful enough for your target audience to justify spending time, money, and resources on the solution? Maybe the solution solves a problem your users haven't even comprehended yet — that counts too! (and "painful enough" is measurable, BTW, in things like drop rates and engagement rates)

✍️ Can you summarize your idea's value in one sentence? Think about it in terms of a press release — can you convey that value in a compelling way like a news article headline would?

💬 Will it make people talk (in a good way)?

📊 Will it create quantifiable business impact, like growing your user base, increasing engagement with existing users, or creating a new revenue stream?

😊 Will it lead to intangible business benefits, like creating internal excitement, spark digital transformation or show momentum to your C-suite?

If you answered "Yes" to two or three of these questions, congratulations — there's something there. Two may seem like a low barrier for entry, but if your idea is the first of its kind in the industry and has potential business impact, you should prototype and test it. Like now.

So what now? Put your idea through a design sprint. See it. Test it.

Learn how to invest a small amount of time and money into a sprint that may lead to giant returns by downloading our Rapid Product Validation workbook. You'll get a step-by-step blueprint that condenses months of product research, design, and validation into just three weeks.

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