

# VALIDATION WORKSHEET

*A Simple Way to Move from Thought to Action*

## THE GOAL

---

In your head, your idea feels perfect because no one can challenge it. This worksheet helps you get it out of your head, onto paper, and in front of a real person.

## STEP 1: THE BRAIN DUMP

---

Before talking to anyone, get the idea out of your head so you can see it clearly.

### **Keep It Simple:**

- Explain it like you would to a friend.
- Focus on what you are doing right now (not everything you might do later).

### **The One-Sentence Pitch**

Write down what you are making or offering in one simple sentence.

*(Example: I help older adults communicate with their family and friends using simple technology.*

---

---

**The Who**

Describe one specific person. What problem or feeling are they dealing with right now?

---

---

---

**The Why**

Why would someone choose your idea instead of doing nothing or sticking with what they already use?

---

---

---

## **STEP 2: THE RIGHT PERSON**

---

Now identify one real person who likely has this problem. Just one.

**Where Are They?**

Where do people like this already spend time?

*(Examples: local senior centers, community centers or recreation programs, libraries, Facebook groups, church, etc.)*

---

---

### **What Problem Are They Dealing With?**

Write the specific frustration they are likely experiencing right now.

---

---

---

### **Your Next Action**

Reach out of one person and ask for 5-10 minutes of their time.

You are not selling. You are learning.

## **STEP 3: THE CONVERSATION**

---

This is where most people hesitate. It may feel uncomfortable, but this is where real clarity happens.

Your role is simple: listen.

Listen for frustration. That is where the opportunity is.

**The Script**

“I’m trying to understand how people deal with [Problem X].

When was the last time this came up for you?

What did you do to address it?

I have an idea, but I want to make sure I’m not missing what’s most frustrating.”

**What Did You Hear?**

What felt slow, frustrating, or confusing in their experience?

*(Did anything take too long, feel more difficult than it should, or cause them to get stuck?)*

---

---

---

---

**What Surprised You?**

What is one thing they said that you did not expect?

---

---

---

---

## STEP 4: THE REALITY CHECK

---

Compare what you thought with what you actually heard.

### The Gap

What was the biggest difference between what you assumed and what they described?

---

---

---

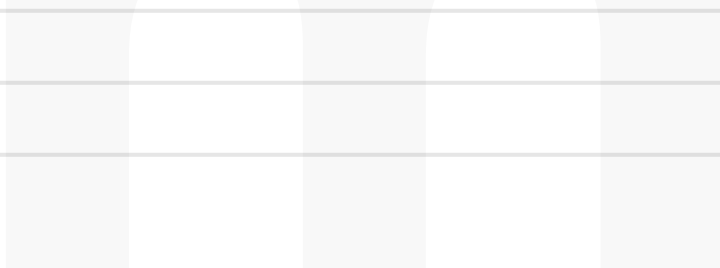
### What Will You Adjust?

What is one thing you will change to make your idea more useful?

---

---

---



## STEP 5: MOVING FORWARD

---

Before you move forward, answer these:

- Can you easily explain your idea without overthinking it?
- Did the person you spoke with show real interest or frustration around this problem?
- Is this something you are willing to build and stick with?

If you answered yes to all three, you have something worth testing.  
If not, talk to one more person before deciding what to do next.

At this point, you have real information, not just assumptions.

Take what you heard and decide your next move. You may adjust the idea, simplify it, or rethink it entirely.

This is how you get clear. Not by thinking more, but by talking to real people and listening to what they say.

