

Coming up with ideas isn't the hard part, knowing which to take forward is...



*2021 Axiom
Business Book
Award Winner*

*Also available in
German & Chinese*

Whoever you are and whatever your idea is, this test gives you 7 practical steps to find out if your idea is worth pursuing. Spring into action using proven techniques, hands-on templates and find lots of real examples to help you on your way. By the end of the test you will be able to move forward with confidence, making decisions based on evidence of what people want and need, rather than incorrect assumptions.



*The Really Good Idea Test®
has been created by Julia Shalet, Product
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WORK YOUR IDEA THROUGH THE 7 STEPS WITH THESE TEMPLATES...



CORE template

This is where you write your interview questions and how you are going to score the answers.

THE REALLY GOOD IDEA TEST™	CORE	QUESTIONS	SCORES	COMMENTS
Section A: Does the problem, need or desire exist?				
Section B: Are the existing solutions good enough to solve their problem/need/desire?				
Section C: Are they prepared to take the necessary actions to get another solution?				
Section D (Optional): How do they feel about your idea?				

The Really Good Idea Test™ has been created by Julia Shalet who you can find at productdoctor.co.uk. Please retain this stamp when you use these templates as it attributes the creator and registered trademark owner.

CHECKLISTS template

When added to the CORE, this becomes the full research script that you take into each interview.

THE REALLY GOOD IDEA TEST™	CHECKLISTS	INTERVIEWEE NAME	WHAT ELSE DO YOU KNOW ABOUT THE INTERVIEWEE?
Introduction Checklist <input type="checkbox"/> Ask set your availability <input type="checkbox"/> Scribble down thoughts on CORE <input type="checkbox"/> Check you understand questions <input type="checkbox"/> Inference incentive & what you need from them		Interview Name: _____ Group Profile: _____ Date: _____ Interview Time: _____ Interviewer Name: _____	Closing Checklist <input type="checkbox"/> Have you scored each measure? <input type="checkbox"/> Have you noted each measure? <input type="checkbox"/> Have you noted each measure? <input type="checkbox"/> Have you noted each measure?
INTRODUCTION SCRIPT: 		SUMMARY OF INTERVIEWEE'S RESPONSE: 	






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RESULTS template

A useful one pager to summarise your test results & next steps

THE REALLY GOOD IDEA TEST™	RESULTS
DECISION: 	ADDITIONAL INSIGHTS:

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 <p>1 WRITE HYPOTHESIS</p>	 <p>4 FIND INTERVIEWEES</p>			
<p>THE REALLY GOOD IDEA TEST</p> <p>CORE</p>	 <p>2 IDENTIFY RISKS</p>	<p>3 CREATE QUESTIONS</p> 	<p>MEASURES & TARGETS 5</p> 	
<p>Section A: Does the problem, need or desire exist?</p>				
<p>Section B: Are the existing solutions good enough to solve their problem/ meet their needs or desires?</p>				
<p>Section C: Are they prepared to take the necessary actions to get another solution?</p>				
<p>Section D: (Optional) How do they feel about your idea?</p>				



What else do you know about the interviewee?

Introduction Checklist

- | | |
|--|---|
| <input type="checkbox"/> Scribble down timings on CORE | <input type="checkbox"/> Set out your neutrality |
| <input type="checkbox"/> Check recruitment criteria fit | <input type="checkbox"/> Explain what will happen |
| <input type="checkbox"/> Reference incentive & what you need from them | <input type="checkbox"/> Turn audio recorder on |
| | <input type="checkbox"/> Use conversation opener |

Closing Checklist

- | | |
|--|---|
| <input type="checkbox"/> Have you scored each measure? | <input type="checkbox"/> Check important insights |
| <input type="checkbox"/> Permission to re-contact | <input type="checkbox"/> Clarify any notes you made |

INTRODUCTION SCRIPT:

SUMMARY OF INTERVIEWEE'S RESPONSE:

THE REALLY GOOD IDEA TEST

RESULTS

PURSUE STOP
7
ANALYSE & DECIDE

1
WRITE
HYPOTHESIS

4
FIND
INTERVIEWEES

DECISION:

ADDITIONAL INSIGHTS: