

Digital product validation

Fill this in a PDF viewer or print it. Test one offer, then record what happened.

1. Describe the buyer and offer

Specific buyer and situation

The task or problem they need help with

The observable outcome the product should help them reach

Format and actual included materials

Proposed price, prerequisites and support

2. Choose the next useful test

The riskiest assumption: what must be true for this offer to work?

The smallest complete sample or offer you will test

What observation would justify building, changing or pausing?

How will you reach suitable people?

Test window and review date

3. Ask about real behavior

- What happened the last time you tried this task?
- What did you use, and where did you get stuck?
- What did solving it cost you in time, effort or money?
- Can you use this sample without missing instructions or materials?

Evidence and next decision

Separate observed actions from guesses. Record counts, sources and unanswered questions.

Test	What happened? What does it suggest or leave unknown?
1. Problem conversation Past task and obstacle	
2. Existing alternatives Options and unmet needs	
3. Complete sample Use and points of confusion	
4. Priced offer Understanding and objections	
5. Buyer access Relevant visits or conversations	
6. Next-step commitment Interest; not a purchase	
7. Finished pilot Purchases and actual use	

4. Pick one next decision

Choose the next small investment; no fixed score proves demand.

- ☐ Build a small version ☐ Adjust and test again ☐ Pause or redirect

Specific next action and the question it will answer

Keep the blank form for your next test; save completed copies separately.