Marketfit

To see if there is a fit between what you have come up with and a possible user of the idea, it is important to test this. This testing is really about gauging if there is a need for your idea. You could also say whether your idea is relevant.

If you answer the questions at point 1, you can write down exactly what you are offering at point 2. That is your actual offer. Be sharp in this.

At point 3 you will see who you want to test this with. If it is difficult to determine that, you can also make a description of a person (persona).

That is why point 4 is important. Where do you want to test? The physical location may be very relevant to your fit, but you may also be able to test it online.

Point 5 is about how you want to test. You can use a questionnaire or, for example, conduct a real interview. Anyway; you want to know if there is a need.
So you test whether there is a need for point 2. Do not use closed questions, but try to go deeper into the need that you create.

Point 6 is about the outcome. What do you do with your test results, and have you tested what you want to know.

1 - Ask yourself
- What is the need you create? What is your relevance?
- Why?
- How does your idea or product ensure that that need or relevance is met

2 What is your exact offer you make looking at the answers of point 1? What is your value proposition?

3 Who? With which people can you test it best? (experts, relevant users, critical persons)

4 Where? Where do you want to test? Online or in a physical place? Which physical place(s) and why?

5 How? How do you want to test? (interview or questionnaires)

Be sharp and critical with good questions, but not too closed questions. A yes or no answer is often not very useful to test your assumptions.

6 Outcome, Processing, Result? Have you tested what you want to test? (it happens more often that you (also) get answers to other needs)
- Do you need to test again?
- How does this change your idea?
- Adjust it and see if you need to test again to make your idea even sharper.