

## WORKSHEET 1

# Defining the Problem

Turn a raw idea into a testable hypothesis and a focused set of features. Be honest, not optimistic.

## Idea

Get it out of your head. Don't filter, don't polish, just write.

### MY APP IDEA

*Describe it in plain language, as if you're telling a friend over drinks. What does it do? Why does it need to exist?*


### WHO SPECIFICALLY IS THIS FOR?

*Not 'everyone.' Name a real person or type of person. What do they care about? What's their skill level?*


### WHY DOES THIS MATTER TO THEM?

*What pain or desire drives this? What happens if they never get this tool?*


## Hypothesis

Distill your idea into a single testable belief. A good hypothesis is specific enough to be wrong.

### HYPOTHESIS STATEMENT

*Fill in the blanks: "I believe [specific audience] struggles with [specific problem] because [root cause], and a [solution type] would help them [measurable outcome]."*


**WHAT MUST BE TRUE FOR THIS TO WORK?**

**WHAT COULD PROVE THIS WRONG?**


## Problem Statement

Define the problem precisely. Describe only the problem here, not your solution.

### THE PROBLEM

*What is the core problem? Be specific about who experiences it and when.*


### CURRENT ALTERNATIVES

*How do people solve this today? Apps, spreadsheets, pen and paper, nothing at all?*


### WHY THOSE ALTERNATIVES FALL SHORT

*Where do current solutions break down? What's missing, annoying, or broken?*


## Features v1

List the minimum features needed to test your hypothesis. This is not your dream feature set. This is the smallest thing that proves or disproves your idea.

### CORE FEATURES

*What must exist on day one to solve the core problem?*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

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### NICE-TO-HAVE FEATURES

*Improve the experience but not critical for testing the hypothesis.*

- 1.
- 2.
- 3.
- 4.
- 5.

**WHAT IS THIS APP NOT?**

*Draw clear boundaries. What might people expect this to be that it explicitly isn't? Why are you drawing those lines?*
