

Demand Test Worksheet

Plan one round of interviews and one demand test before you build anything. Decide what would prove you wrong now, so the results can change your mind later.

1 What do we most need to find out?

Pick the one question that would change what you do next.

☐ Is the problem real? ☐ Can we reach them? ☐ Will they act on this offer? ☐ Will they pay this price?

2 Who exactly are we testing with?

One group. Name the user, and the person who pays or decides if they differ.

3 Our hypothesis

Write it so a result could prove it wrong.

We believe

We will test by

We are right if

within

If wrong, we will

4 The offer we will put in front of people

What they get, in two sentences

Price, terms and what happens after they say yes

5 Decision rule: write it before you look at any result

Continue if

Revise if

Stop if

Time limit (dates)

Budget cap

Owner

Plan the interviews

Talk to people who recently had the problem, not people who like you. Aim for five to ten per group, then stop and review.

Where we will find them

Communities, forums, events, customer lists, referrals

Five people who are in

Name five real people who fit and would take a call

Screenener questions

Ask about behavior: "When did you last...?" Never "Are you the kind of person who...?"

Our invitation message

Short, honest, no pitch. Who we are, what we are researching, how long, what they get.

Schedule

PARTICIPANT	DATE AND TIME	INTERVIEWER	NOTE-TAKER	CONFIRMED

Before the first interview

- ☐ Hypothesis and decision rule are written
 ☐ Two people per session, one listens
☐ Permission to take notes or record
 ☐ Thank-you ready
 ☐ The ask is chosen (page 3)

Book more people than you need and confirm the day before.

Interview script: read this out loud

About 60 to 75 minutes. Say the opening in your own words in every interview, so everyone hears the same promise. Notes in grey are for you, not for reading aloud.

1 • Introduce 3 to 5 minutes

"Hi _____, thanks for making time. I'm _____ and this is _____, who'll be taking notes so I can concentrate on listening.

We're researching how _____ deal with _____. We're not selling anything today, and you can't hurt our feelings: honest, even blunt, answers help us most. There are no right answers. I'm more interested in what actually happened than in what you think should happen.

It should take about _____ minutes. Is it OK if we take notes? Anything you'd like to ask before we start?"

Do not describe your idea yet.

2 • Set the context and build rapport 7 minutes

Role, team, how often the topic comes up. Then ask how their day is going and listen.

3 • The last time 8 to 10 minutes

"Tell me about the last time you _____. What happened first? And then? What did it cost you?"

4 • Rank and dig 25 to 30 minutes

"Of the things you mentioned, which one matters most? Which wouldn't you bother to fix?"

"Why? What have you tried? What do you use today, and what does it cost in money and hours?"

Keep asking why. Stay quiet for a few seconds after each answer.

5 • Show the offer, then ask 10 to 15 minutes

"What we're planning is _____. It would cost _____ and include _____."

"What's missing for you? Who else would need to say yes?"

"Would you _____?"

Pick the ask: a second meeting, an introduction, a trial, a deposit, a paid pilot.

6 • Close 2 minutes

"Is there anything I should have asked and didn't? Who else should I talk to? Thank you. As agreed, next we will _____ on _____."

Interview notes

Participant

Date, interviewer, note-taker

Segment and role

The last time: what happened

Date, steps, who was involved, what it cost

What they do about it today

Tools, workarounds, spend in money and hours

Their problems, in their order

1 = matters most. Use their words.

Where words and actions disagreed

"That was easy," after three wrong turns

Best quotes, exact words

The ask

What we asked for

Next step agreed, with a date

What they did

- ☐ Time
 ☐ Reputation
 ☐ Money
☐ Stall
 ☐ No

Who else decides

The three most important things I heard

Signal strength: ☐ Strong: costly problem and a commitment ☐ Mixed ☐ Weak: compliments only

Demand test log

Record what people did, not how they felt. Count each step on its own and never add different signals together.

Test and channel

Landing page, ads, fake door, pre-order, paid pilot...

Audience and where we reached them

Offer and price

Start and end dates, spend

What we counted

STEP	PEOPLE	% OF REACHED	NOTES
Reached (the denominator)		100%	
Understood the offer			
Asked for more information			
Gave time or reputation			
Paid or put down a deposit			

Commitment tracker

PERSON	WHAT WE ASKED	WHAT THEY GAVE	DATE

Keep the test honest

- ☐ Threshold fixed before launch
 ☐ Cold traffic, not friends
 ☐ No changes mid-test
☐ Incentives and personal help noted
 ☐ Told people the truth afterwards

Make sense of it and decide

After five to ten interviews and the test, sit down with your team. Separate what you observed from what you think it means.

Patterns across interviews

THEME OR PROBLEM	HOW MANY TOLD A STORY	STRONGEST QUOTE OR FACT

What we observed

Facts, counts and quotes only

What we think it means

Explanations we still need to check

Our decision

☐ Continue ☐ Revise ☐ Stop or change direction

Because (against the rule on page 1)

What is still uncertain

Our next bounded test

Owner

Date

Review again on
