

App Validation Checklist

Step 1: Define Your Problem Statement

1. Identify the core problem:

- Have you clearly defined the **problem** your app will solve?
- Is it a **real pain point** for your target audience?
- Can you easily explain the **problem** to someone in a sentence?

2. Understand your target audience:

- Have you created a **user persona**?
- Can you identify specific **pain points** that this audience faces daily?
- How urgent is this problem for them? (Is it a "must-have" or "nice-to-have"?)

Step 2: Talk to Potential Customers

1. Conduct interviews with potential customers:

- Have you spoken to at least **5-10 people** from your target audience?
- Did you ask open-ended questions to understand their pain points?
- Were you able to confirm the **problem** is real and significant for your users?

2. Use surveys or polls to gather feedback:

- Have you created a **survey** (e.g., using **Typeform** or **Google Forms**) to get wider insights?
- Are the questions focused on understanding user **needs** and not just validating your solution?

3. **Identify whether users are willing to pay:**

- Did you ask if users would **pay for your solution** or if they would consider alternatives?
- How much are users willing to **pay** for the **solution** you're providing?

Step 3: Test Demand with Feedback Loops

1. **Create a landing page:**

- Have you built a **simple landing page** that explains your **app's value proposition**?
- Does the page include a **call-to-action** like "Sign Up for Early Access" or "Join the Waitlist"?

2. **Test with a small target group (ads, waitlists):**

- Have you run **targeted ads** on **social media platforms** like **Facebook** or **Instagram** to measure interest?
- How many people signed up for your **waitlist** or showed interest in your **solution**?

3. **Use tools like Google Trends to track market interest:**

- Have you checked if people are already searching for a solution to the problem your **app** solves?
- Are there growing **market trends** that show interest in your **solution**?

Step 4: Conduct Market Research

1. **Analyze competitors:**

- Have you researched existing competitors?
- What do they offer that's similar to your solution?

- Where are their **gaps**, and how can you **differentiate** your **app**?
- 2. **Study market trends to understand the demand:**
 - Are there emerging **trends** in your industry that suggest growing demand for your **solution**?
 - How does the **market** perceive similar solutions?
- 3. **Talk to your customers:**
 - Have you revisited your target audience to **reconfirm** their pain points after doing market research?
 - What insights did you gain about their **preferences** for your app?

Step 5: Build a Prototype to Validate Demand with Early Adopters

1. **Build a clickable prototype:**
 - Have you created a **low-fidelity prototype** (using tools like **Figma**, **InVision**, or **Marvel**) that demonstrates the app's key features?
 - Does your prototype allow users to interact with the core functionalities of your **app**?
2. **Share the prototype with early adopters:**
 - Have you shared your prototype with at least **5-10 early adopters** to get **feedback**?
 - Were you able to track how users interacted with your **app** and gather **valuable insights**?
3. **Use feedback to refine your value proposition:**
 - Did you learn whether your **solution** resonated with your **target audience**?
 - Did the **feedback** help you adjust your **value proposition** or **core features**?

Additional Steps (Optional)

- **Track pre-launch metrics:**
 - Have you established **metrics** to measure **interest** before launching (e.g., email sign-ups, social media engagement, etc.)?
- **Validate your app idea with investors:**
 - Have you gathered enough data to confidently share with potential **investors**?
 - Are you able to demonstrate **market demand** and **traction**?