

Free Product Discovery Question Worksheet

Use this worksheet to validate your startup idea before investing time and money in development.

1. Understand the Problem

Question	Your Answer
What problem are you trying to solve?	
Who experiences this problem?	
How serious or urgent is it?	
How are people solving it today?	

2. Define Your Target User

Question	Your Answer
Who is your ideal first user?	

What is their main goal?	
What frustrates them about current solutions?	
Why would they try your product?	

3. Review Your Solution

Question	Your Answer
How does your product solve the problem?	
What is its main benefit?	
What makes it different from existing options?	
What is the simplest version you can launch?	

4. Identify Your MVP Features

Feature	Must-Have / Later	Why Is It Needed?

Try to keep your first MVP focused on **3–5 must-have features**.

5. Check Business Potential

Question	Your Answer
Are users willing to pay for this solution?	
How will your product make money?	
Who are your main competitors?	
What is your biggest business risk?	

6. Plan Your Validation

Question	Your Answer
How will you test the idea before building?	
How many potential users will you speak with?	
What result will prove there is demand?	
What will make you improve, pivot, or stop?	

Founder Reminder

Do not begin by asking, “What features should we build?”

Start by asking:

Is this a real problem, and do enough people care about solving it?

Validate the problem first. Then build the smallest useful solution.

Ready to Plan Your MVP?

Use our free MVP cost calculator to estimate your budget based on your features, platform, timeline, and development needs.

[Calculate Your MVP Cost for Free](#)