

Julia Shalet



the really good idea test



**Get Evidence. Make Decisions.
Move Forward.**

Praise for *The Really Good Idea Test*

‘The need for this book has never been greater. As we live and work in increasingly dynamic environments it is critical to be able to iterate quickly, assimilate opinions and data, evaluate options and decide where to invest your effort. This same challenge is experienced by individuals, entrepreneurs, product managers to people that run mature businesses. Julia manages to synthesise this difficult problem into a simple process for evaluating and acting upon your really good idea!’

**Alastair Moore, Senior Teaching Fellow,
UCL School of Management**

‘Refreshingly straightforward way to put the customer at the heart of everything you do.’

Camilla Tress, Innovation Lead, Oliver Bonas

‘Before new ideas get any investment, they should be put to this test.’

**Ian Merricks, Managing Partner at White Horse Capital,
Chair at The Accelerator Network**

‘An essential DIY toolkit for improving your offering.’

Lauren Bigelow, Chief Product Officer, IMVU

‘Coming up with ideas isn’t the hard part, knowing which to take forward is. *The Really Good Idea Test* is full of valuable insight and practical tips, testament to Julia’s rich experience.’

**Marc Abraham, Head of Product at ASOS,
formerly Notonthehighstreet & World First**

Really Good Idea Test, The

Table of Contents

Front Cover

Title Page

Copyright Page

Contents

Publisher's acknowledgements

Getting started

What is The Really Good Idea Test?

Who is The Really Good Idea Test for?

How this test works

Excuses innovators give to avoid idea testing!

Ground rules

Are you working in an organisation or with investors?

A note on research regulations and personal safety

Step 1 Write hypothesis

1. Your goal

2. The idea

3. The people who will benefit

4. The action

Bring it all together to write your hypothesis

Completing The Really Good Idea Test templates

Table of Contents

Step 2 Identify risks

Four main categories of risky assumptions

Prioritising and finding existing evidence

What constitutes good enough evidence?

Using this process to manage other people's opinions

Examples of riskiest assumptions

Completing The Really Good Idea Test templates

Step 3 Create questions

How to write good questions

Questions respond to the four risk categories

Using materials in section D

Completing The Really Good Idea Test templates

Step 4 Find interviewees

Why face-to-face research is so important

Writing your recruitment criteria

Creating your 'group profile'

Finding interviewees who fit your group profile

Difficulties finding interviewees

Completing The Really Good Idea Test templates

Step 5 Measures & targets

Set individual measures

Set group targets

Completing The Really Good Idea Test templates

Step 6 Conduct interviews

Table of Contents

Logistics

Starting the interview: The introduction

Good practice for research conversations

Closing the interview

Practice interviewing

Completing The Really Good Idea Test templates

Step 7 Analyse & decide

Listen back to your interviews

Calculate scores and gather important additional
insights

Deciding to PURSUE

Deciding to STOP

Use this opportunity to review your own research skills

Completing The Really Good Idea Test templates

Moving forward

Good practice to continue as you move forward

Moving forward in different environments

The Really Good Idea Test's seven steps have been tried
and tested far and wide

The Really Good Idea Test principles were used to create
this book

How using The Really Good Idea Test helped me to
position this book

Index

Table of Contents

Back Cover