

Digital Product Idea Scorecard

A practical 4-page worksheet for deciding whether an idea is ready for a small market test.

What this scorecard does

It helps you separate a promising small experiment from an expensive guess. Score the idea honestly, then test the two weakest assumptions with real people before building more.

Scoring

Score	Meaning	Next move
0	Unclear, unsupported, or risky	Resolve the assumption before building
1	Plausible, but evidence is thin	Run a focused test
2	Specific enough for a small pilot	Build only the minimum useful version

Start with one sentence

This product helps [specific buyer] go from [current problem] to [practical outcome] using [format].

Use only source material you own or have permission to use. This score is not proof of demand and does not predict revenue.

Score the Idea

Criterion	0	1	2	Score
Buyer specificity	Anyone or a broad market	A recognizable group	A narrow buyer with context	
Problem urgency	Nice-to-have or vague	Annoying recurring problem	Active problem with a near-term cost	
Outcome clarity	Inspiration only	Useful but broad result	Concrete result the buyer can recognize	
Source strength	Rights unclear	Original but incomplete	Original, useful, and rights-safe	
Format fit	Format chosen for trend	Format could work	Format directly supports the result	
Interest evidence	No external signal	A few relevant questions	Repeated questions, replies, or requests	
First scope	Weeks of work	Can be reduced	Useful version in seven days or less	

Total score: _____ / 14

Interpret the Result

0-5	Rethink before building
6-9	Narrow the buyer, promise, or format and run a small test.
10-14	Ready for a small pilot, not a full build. Test the weakest assumption first.

Weakest assumption #1:

Weakest assumption #2:

The narrower version I will test:

Run a 7-Day Test

Show the one-sentence idea to five relevant people.

Ask what they currently do instead and what makes that difficult.

Offer a preview, sample page, or free worksheet before building the full product.

Record observable signals: replies, downloads, follow-up questions, calls, or pre-order requests.

Do not count polite compliments as purchase intent.

My decision rule: I will continue if...

What I learned:

Next step

Proceed with a minimum useful version

Narrow and retest

Pause the idea and test a different problem

No fake reviews, copied material, guaranteed-income claims, or self-purchases to manufacture proof.