

Borrow the build brief

01

A bounded version



02

A usable handoff



03

A real reader test

USE THE REFERENCE HONESTLY

The reference project is real; reader outcomes and allocated build costs have not yet been reported. Adapt this brief to your own project.

AUDIENCE

People with a useful skill who need help choosing their first small test.

OUTCOME

A readable, downloadable brief naming one audience, one problem, a small deliverable, a test, limits, and a review date.

FIRST VERSION

Three steps, five short project fields, three prepared test methods, user-entered time and spending caps, and a review date. Include an editable example clearly distinguished from achieved results.

SAVE AND SHARE

Copy, text download, print, optional save/load/delete in the current browser, and four user-controlled progress checkmarks. Explain storage honestly. Do not put private answers in URLs or analytics.

DESIGN

Readable labels, keyboard access, mobile layout, clear errors, and an easy way back. Preserve inputs when moving between steps. Hide an outdated result until it is regenerated.

NOT IN THIS VERSION

No automatic outreach, no payment, no cloud account, no competitor scores, no inferred market demand, no AI model calls inside the tool.

REVIEW AND ADAPT

Check the result, then make it yours

ACCEPTANCE CHECKS

Reject missing fields and invalid numbers/dates. Verify back/next, edits, all three methods, exporting, save/load/delete, corrupted or unavailable storage, keyboard navigation, and narrow screens. Render input as text. Never execute it as HTML.

READER TEST

Invite willing relevant readers. Ask them to complete a plan without explaining the UI. Record hesitation, what next action they can explain, and whether the plan fits their limits. Report actual observations with sample size and date.

OPTIONAL AI BUILD PROMPT

PROMPT TO ADAPT

Use this brief as a starting point. Ask me for the audience and single output for my version. Separate facts from assumptions. Propose a small scope, create the interface, and explain what I must verify before sharing it. Do not invent user research or results.

MY VERSION

Audience:

One useful output:

First test:

Time/spending limits:

What I will measure:

Review date:

Reference: <https://wealthexperiment.live/experiment-journal/first-experiment-planner/>

Questions or help applying this to your project? Email info@waymaker.cx.