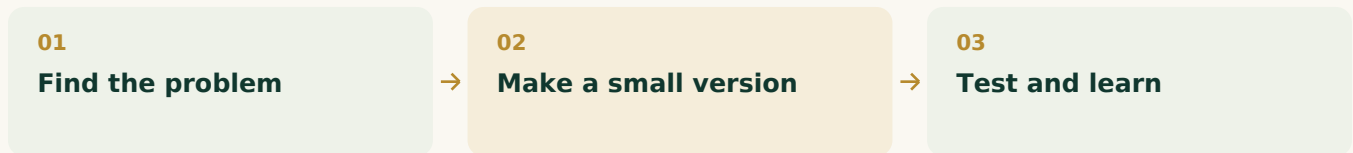


# Problem. Build. Test.



The Wealth Experiment | Ashley Kays  
Blank worksheet - fill in your evidence and decisions.

## 1. THE PROBLEM AND THE CURRENT WORKAROUND

### Person and situation:

Who faces this problem, and when?

Your notes:

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### Observed evidence:

What happened recently? Record the source and date. Separate facts from assumptions.

Your notes:

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### Current workaround:

What do they do today, and what does that cost in time, effort, or money?

Your notes:

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## 2. THE SMALLEST USEFUL VERSION

### One outcome:

What should the person be able to complete or decide?

Your notes:

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### Scope and limits:

What will you make? What is outside this version? Include time and spending caps.

Your notes:

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### Acceptance checks:

What must work? Include errors, editing, small screens, and any export or handoff.

Your notes:

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## TEST AND REVIEW

# Run the test. Keep the evidence.

## 3. THE TEST YOU WILL RUN

**One assumption:**

Which uncertainty is this test meant to reduce?

Your notes:

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**Participants and task:**

Who will you invite, how will you reach them, and what will you ask them to do?

Your notes:

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**Signal and review date:**

What observable behavior will guide your decision? Set a review date and a pause rule. These are targets, not results.

Your notes:

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## 4. WHAT ACTUALLY HAPPENED

**Evidence log:**

Date/version; people invited; attempts completed; help needed; observed action; source. Include failures and no response. Use participant codes, not private details.

Your notes:

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**Effort and costs:**

Research, setup, review, corrections, outreach, support, tool costs, and any missing records.

Your notes:

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**Decision and next step:**

Continue / Change / Pause. What evidence supports this? What remains uncertain? What would change your mind?

Your notes:

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A proposed signal is not an achieved result. Include failed attempts, no response, sample size, missing evidence, and actual costs.

Guide: <https://wealthexperiment.live/blog/ai-app-real-problem/>

Worksheet: <https://wealthexperiment.live/tools/problem-build-test/>

Questions or help applying this to your project? Email [info@waymaker.cx](mailto:info@waymaker.cx).