YOUR QUICK TOUR

Replace guesses with clues

AI can organise evidence quickly; only the market can answer with behaviour.

Meet Noor and the product guess 3

Write a decision question 4

Build an evidence ladder 5

Interview without leading 6

Scan alternatives and competitors 7

Use AI as a research partner 8

Run a small demand test 9

Turn evidence into a decision 10

10 business ideas with first tests 11

Your seven-day research sprint 13

Your research worksheet 14

YOUR FINISH LINE

A clear GO / CHANGE / STOP decision supported by customer words, observed behaviour and a small real-world test.

01 / MEET YOUR GUIDE

Noor loves her idea

Fictional example: Noor, her lunchware business and all figures are invented.



THE EXCITING GUESS

Noor wants to launch premium reusable lunch boxes for office workers. She asks AI, "Is this a good idea?" and receives a confident list of reasons it could work.

THE BETTER QUESTION

Instead of asking for approval, she asks what evidence would change her decision. She studies existing choices, speaks to target buyers and tests one simple offer before ordering stock.

THE LESSON

AI can help you search, compare and summarise. It cannot prove demand by sounding confident.

02 / START WITH A DECISION

Research needs a finish line

A broad topic creates interesting notes; a decision question creates action.

WEAK QUESTION

"Tell me about the reusable-products market." This may produce pages of general information without helping Noor choose.

STRONG QUESTION

"Should I test a leak-resistant lunch box for office workers in my city at AED 89, or change the product, audience or price?"

DEFINE THE UNKNOWN

Noor needs evidence about the daily problem, current alternatives, acceptable price, buying trigger and reasons people may refuse.

COPY-READY PROMPT

"Help me turn this idea into one decision question. List the five assumptions that could make it fail. Do not claim demand without evidence."