YOUR QUICK TOUR

Great businesses begin with clues

A strong problem is specific, repeated and important enough that people already try to solve it.

Meet Farah and the wrong assumption 3

Separate problems from ideas 4

Observe workarounds 5

Interview about real behaviour 6

Measure pain and frequency 7

Check reach and willingness 8

Write a sharp problem statement 9

Choose with an evidence scorecard 10

10 business ideas with first tests 11

Your seven-day problem hunt 13

Your problem worksheet 14

YOUR FINISH LINE

One narrow problem statement backed by observed behaviour, customer words, current workarounds and a small next test.

01 / MEET YOUR GUIDE

Farah nearly solves the wrong problem

Fictional example: Farah, her meal-prep business and all details are invented.



THE ASSUMPTION

Farah thinks busy customers need more menu choices. She plans a large rotating menu and a costly ordering app.

THE CLUE

In conversations, customers say choice is fine. Their real frustration is not knowing when a delivery will arrive, so they cannot plan lunch.

THE LESSON

The first idea was a guess. The repeated behaviour revealed a clearer problem: reliable delivery timing and updates.

02 / SLOW DOWN THE SOLUTION

A problem is not a product idea

Describe the struggle before naming the app, service or feature that may solve it.

IDEA LANGUAGE

"People need an app that plans lunch." This locks the answer before the problem is understood.

PROBLEM LANGUAGE

"Office workers ordering lunch cannot predict arrival time, so they delay meetings or skip the order."

GOOD PROBLEM PARTS

WHO has the struggle? WHEN does it happen? WHAT are they trying to do? WHY does it matter?

COPY-READY PROMPT

"Rewrite this business idea as three possible customer problems. Do not suggest solutions. For each, list the person, moment, struggle, consequence and evidence still needed."