

PROOF OF CONCEPT CHECKLIST



Demonstrate Need

Describe the problem you're trying to solve or the reason your product needs to exist. Identify customer pain points by interviewing a sample group from your target market.



Envision Solutions

Use customer feedback to brainstorm solutions. Assess your ideas based on constraints, such as time, cost, resources, technology requirements, etc., in order to identify feasible solutions.



Define POC Goals

What are you trying to achieve with your POC project? Communicate with internal stakeholders to understand and align goals and expectations.



Specify Measurable Success Criteria

How will you verify that your goals have been achieved? What metrics will you use to evaluate your idea?



Identify Team

Identify POC team members and their roles in the project.



Create a Timeline

Estimate duration based on the scope of the POC, important progress dates, and requirements for project completion.



Plan Next Steps

Create a proposal for action steps to take if the POC is successful.

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S Ashworth



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