Define the Product

Fill in on screen or print. Save your own copy as you work.

Product

Version / date

Intended customer and the job they need to do

One-sentence product promise

Intended price / currency

Launch version / variants

Match Each Claim to Evidence

Campaign claim	Demonstration / conditions	Result / open issue

Most important unresolved question and its owner

Observe Real Use

Give the task first. Watch before explaining the solution.

Anonymous participant ID

Product / version tested

Task you gave the participant

What they did / where they needed help

Problem, misunderstanding, or discomfort observed

Current alternative and response to your intended price

Change to make / owner

Retest task and observed result

Review Launch Preparation

Use the evidence you gathered. An unchecked item needs attention.

Manufacturing quote: scope, supplier, quantity, and date

Remaining work / owner / predecessor / evidence needed

Cost and delivery assumptions still unconfirmed

Before Making the Campaign Promise

- [ ] Major promised capabilities have supporting demonstration evidence.
- [ ] Unfinished dependencies are disclosed and claims match the prototype.
- [ ] User problems and retest results are recorded.
- [ ] Cost and manufacturing assumptions have supplier support.
- [ ] The campaign budget can deliver under its stated assumptions.
- [ ] The delivery estimate follows actual dependencies.
- [ ] Applicable product-specific testing has been identified.

This worksheet organizes preparation. It does not provide platform approval or verify product performance.