No. 126

AI TOOLKIT SERIES · THE METHOD

Your Idea Validated

Test your project idea for real, before you spend time or money, with AI.

Ten prompts to frame the problem, probe real customers, study the market and decide with a clear head.

Free for the SYSTINFO community

SYSTINFO · 2026

GOOD TO KNOW

Good to know

In 2026, an assistant like ChatGPT, Claude, Gemini or Perplexity, plus a simple online form, is enough to probe a market with no research budget. Three cues before you validate your idea with AI.

1. **AI explores fast, but it does not replace your future customers.** It generates hypotheses and questions in seconds, yet only a real exchange with real people confirms a need. Use it to prepare, not to conclude for you.

2. **Validate the problem before you fall in love with the solution.** Many ideas fail because they solve a problem no one really feels. Look first for proof that the need exists, the solution comes after.

3. **One small real test beats a thousand polite opinions.** Your friends will say the idea is great. Prefer a concrete signal: a sign-up, a pre-order, a meeting booked. Actions, not compliments, are what validate.

Good reflex: aim for ten real conversations with potential customers before you spend a cent. AI helps you prepare them and make sense of them.

THE METHOD

The Method

Five moves, ten prompts ready to copy. Frame, probe, study, test and decide, step by step, before you launch.

1 Frame
01 The Real Problem · 02 The Target Customer

2 Probe
03 The Right Questions · 04 The Quick Survey

3 Study
05 Competitors Decoded · 06 The Right Price

4 Test
07 The Minimal Offer · 08 The Real-World Test

5 Decide
09 The Signals Read · 10 Go or No-Go

THE RCTFE RECIPE

Every prompt follows the same recipe: Role, Context, Task, Format. Copy the structure, change the brackets.

PROMPT 01 · FRAME

The Real Problem

PROMPT TO COPY

```
Role: you are an idea-validation expert.
Context: I have an idea: [the idea in one sentence]. I want to check it solves a real problem.
Task: help me clarify the problem before the solution.
Format: the problem in one sentence, who lives it, how much it hurts, and 3 assumptions to test.
```

WHAT YOU GET

An idea reframed around a real problem, not a solution hunting for customers. You know what to test first.

PROMPT 02 · FRAME

The Target Customer

PROMPT TO COPY

```
Role: you are a marketing specialist.
Context: my idea targets [type of customers]. I want to
know precisely who I am talking to.
Task: help me describe my ideal customer.
Format: a profile (situation, need, obstacle, budget), and
where to find them to talk.
```

WHAT YOU GET

A precise customer instead of everyone. You know who to interview and where to meet them.

PROMPT 03 · PROBE

The Right Questions

PROMPT TO COPY

```
Role: you are a customer-interview expert.
Context: I want to interview potential customers about [the problem], without leading them.
Task: prepare a neutral interview guide for me.
Format: 8 open questions about their experience, 3 traps to avoid, and how to open and close the talk.
```

WHAT YOU GET

Questions that make them speak about their reality, not your idea. You gather facts, not politeness.

PROMPT 04 · PROBE

The Quick Survey

PROMPT TO COPY

```
Role: you are a survey designer.
Context: I want to test interest in [my idea] among [my target], through a short form.
Task: write me a quick survey, fast to fill in.
Format: 6 questions maximum, one clear measure of interest, and a question to collect a contact.
```

WHAT YOU GET

A survey ready to share online. You measure real interest on a small sample, with numbers to show.

PROMPT 05 · STUDY

Competitors Decoded

PROMPT TO COPY

```
Role: you are a market analyst.
Context: people already solve [the problem] some other way.
I want to understand the existing solutions.
Task: help me map the competition and the alternatives.
Format: 5 current solutions (paid, free, makeshift), their
limits, and the gap left open.
```

WHAT YOU GET

A clear view of what already exists and what is missing. You find your angle instead of copying.

PROMPT 06 · STUDY

The Right Price

PROMPT TO COPY

```
Role: you are a pricing advisor.
Context: I do not know what price to set for [my offer],
nor what people would accept to pay.
Task: help me test a price range.
Format: 3 justified price levels, the questions to probe
willingness to pay, and the sign of a price set too low.
```

WHAT YOU GET

A first defensible price range, to confront with the field. You stop guessing the number.

PROMPT 07 · TEST

The Minimal Offer

PROMPT TO COPY

```
Role: you are a project-building coach.
Context: I want to test [my idea] without building or spending everything.
Task: help me define the smallest testable version.
Format: what to keep, what to drop, how to pitch it in one sentence, and what it must prove.
```

WHAT YOU GET

A minimal version, quick to show. You test the heart of the idea without sinking time or money into it.

PROMPT 08 · TEST

The Real-World Test

PROMPT TO COPY

Role: you are an experimentation expert.
Context: I want real proof of interest in [my offer] before I launch.
Task: suggest a simple, low-cost test.
Format: one concrete experiment (sign-up page, pre-order, pilot), the result to reach, and the deadline.

WHAT YOU GET

A test you can run this week. You look for an act of commitment, not one more opinion.

PROMPT 09 · DECIDE

The Signals Read

PROMPT TO COPY

```
Role: you are a data analyst.
Context: here are the results of my tests and interviews:
[paste the feedback and figures].
Task: help me read the signals without fooling myself.
Format: what is encouraging, what is worrying, the possible
biases, and what is missing to decide.
```

WHAT YOU GET

An honest read of your feedback, biases included. You tell a real signal from hope in disguise.

PROMPT 10 · DECIDE

Go or No-Go

PROMPT TO COPY

```
Role: you are a decision advisor.
Context: after my tests on [my idea], I hesitate between launching, adjusting or stopping.
Task: help me decide with a clear head.
Format: the 3 criteria that matter, the recommendation (go on, pivot, stop), and the next step if it is yes.
```

WHAT YOU GET

A decision made rather than endured. You move on, adjust or let go for good reasons, with no regret.

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YOUR TURN

Proof First

You now know how to validate an idea end to end: frame the real problem, target the right customer, probe, study the market and the price, test for real, then decide with a clear head. Ten prompts, one recipe to reuse.

Validate the problem before the solution, seek actions over compliments, and test small before you invest.

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