High School BEAR Innovation

Just because you think something is a problem doesn't mean it's true. You need evidence. You need to do the research. Validation is **all about going out and talking to the people involved in the problem**, searching and discovering how accurate (or not) your assumptions are. You want to make sure that enough people connect with this problem and they can prove to you that they do and then you can prove to others that the problem is real.

- List your assumptions, then create open ended interview questions
- Identify people that potentially have the problem that you trying to solve
- Build your interviews (who, where)
- Ask someone, "tell me about the last time you…"
- Ask open questions (5 W's + How)
- Interviews are better than Surveys
- Talk to other participants, your networks, people on campus, people on the street
- Surveys are great for simple qualifying questions
- Document the interview responses and glean