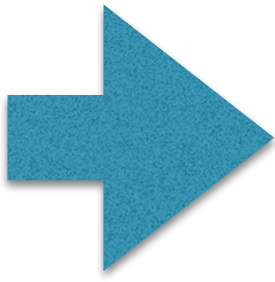


# NEEDS STATEMENT TESTS

## 1. The “50 +” Test

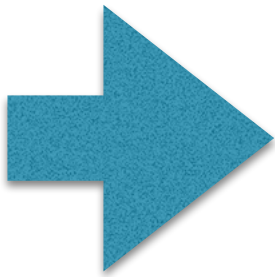
Read your Needs Statement, and ask the question- *Are there **MORE** than 50 potential ways to meet that need?*



Is it **GENERATIVE**?

## 2. The “Hire Me” Test

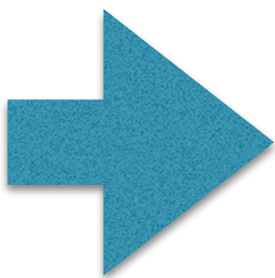
Read your Needs Statement, and ask the question- *Does my Needs Statement describe **2 people** or **200 people**?*



Is it **SPECIFIC ENOUGH**?

## 3. The “Goldilocks” Test

Read your Needs Statement, and ask the question- *If my user’s best friend read this Needs Statement, would they **immediately know who you were describing**?*



Does it **RESONATE**?