



7 Questions to Ask Before You Build

A reflection guide for founders and builders
who want clarity before committing resources.

Before you begin

Most products don't fail because of bad code or weak design. They fail because someone started building before they understood what they were actually making.

These seven questions won't give you answers — but they'll help you find the right ones.

Take your time. Write honestly. The clarity you're looking for is usually hiding behind the first response.

1

What problem am I actually solving?

Most ideas start as solutions looking for a problem. Before you invest in building, get clear on the pain you're addressing — and whose pain it is.

YOUR ANSWER

2

Who is this really for — and how do I know?

Intuition is a starting point, not a strategy. The more specific you can be about who needs this, the sharper every decision after this becomes.

YOUR ANSWER

3

What would have to be true for this to work?

Every product rests on assumptions. Name them now so you can test the risky ones before they become expensive mistakes.

YOUR ANSWER

4

What's the simplest version that would still be meaningful?

Complexity is the enemy of shipping. If you had to launch in two weeks with only one feature, what would it be — and would anyone care?

YOUR ANSWER

5

Why am I the right person to build this — and why now?

Timing and founder-market fit matter more than most people admit. Being honest about your unique advantage (or lack of one) saves years of misdirection.

YOUR ANSWER

6

What am I afraid to admit about this idea?

The thing you're avoiding is usually the thing that matters most. Name it. It's easier to navigate when it's not hiding in the background.

YOUR ANSWER

7

If I had perfect clarity right now, what would I do next?

Sometimes you already know the answer. This question gives you permission to trust it.

YOUR ANSWER

What now?

If these questions stirred something up — good.
That's the work.

If you'd like help making sense of what came up,
Slow Clarity offers a guided sensemaking process
designed for exactly this moment.

Start with the free intake form:

slowclarity.com/intake

Or just sit with your answers for a while.
There's no rush.

