

Which AI ideas to cross off before anyone builds them

Run the test yourself in one evening, and read it again in two weeks.

The idea	1 It happens often enough that a failure gets noticed within a week <small>Yes or no</small>	2 The rule can be written down for a new hire <small>Yes or no; ask three people separately</small>	3 A wrong answer lands where a person sees it first <small>Where it lands, and who would find out</small>

The five steps

- 1

Write every idea down without judging it, in the order it comes to mind.
- 2

Ask the rule question to three people, separately.
- 3

Next to each line, before writing any benefit, write where a wrong answer would land and who would find out.
- 4

Cross off every line where the answer is a customer, and every line where the answer is nobody.
- 5

Put the list away for two weeks, then read it again.
- What is left is usually a short list, and that is the shortlist worth a conversation.