# Your next idea starts at the workbench.

Choose one small outcome. Work with AI to build a first version, then improve it using evidence.

## 01 / Imagine — what are you trying to achieve?

Who is it for? What would be useful to them?

## 02 / Brief — what does the assistant need to know?

Record the platform, constraints, relevant context and anything already tested.

## 03 / Build — what is the smallest useful first version?

Separate the first milestone from the larger ambition.

## 04 / Test — what evidence would show that it works?

Describe a real test and its expected outcome. Record observations separately.

## 05 / Correct — what did the test teach you?

What was wrong, what context was missing and what should remain unchanged?

## Before the next iteration

- [ ] I checked the key assumptions and recorded the actual result.
- [ ] I can explain why the proposed change fits the evidence.
- [ ] I know what remains uncertain or unfinished.