

The Buildable Idea Kit

Choose one idea. Scope the smallest useful version.
Leave with a brief AI can build from.

02

START HERE

FREE WORKING KIT / 02

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A free working kit from Soft Systems Club Built by Evelyn Version 1.0 · 3 August 2026

You probably do not need another idea.

You need a way to look at the ones you already saved, choose one without turning it into a life decision, and describe a version small enough to finish.

This kit is for that moment. It will help you choose one idea and leave with a starter brief for one of three builds:

- a digital product;
- a small website;
- a focused iPhone app.

Set aside 30 to 45 minutes. Work with what you know today. A brief is allowed to change after the first build teaches you something.

Your finished result is one selected idea, one smallest useful version, and one brief you can hand to AI without asking it to guess the project.

Start with the pile

SECTION 01

READ / APPLY / REVIEW

01

List no more than five ideas

Use ideas you have already saved, mentioned more than once, or kept returning to. Do not search for new ones while you fill this page.

Write each idea as a result for a specific person:

A [thing] for [person in a situation] that helps her [finish or change something visible].

Idea	Person and situation	Visible result	Source already held
1			
2			
3			
4			
5			

If the sentence stays vague

Replace a broad audience with one moment.

- "Women who want to be organized" becomes "a solo consultant preparing for Monday client work."
- "People who need a website" becomes "a photographer who needs one page to explain and sell a mini-session."
- "Anyone with too many tasks" becomes "a woman who keeps losing small household errands between Notes and messages."

You are choosing a first build, not the final identity of your business.

Mark the source of each idea

For every row, mark the strongest source you already have:

- repeated work you do yourself;
- a question somebody asked you;
- a problem you have seen more than once;
- a process you can explain and review;
- a personal annoyance you understand well enough to test.

An idea with a known source is easier to scope than an idea chosen because the format looks popular.

Pass the buildability gate

SECTION 02

READ / APPLY / REVIEW

02

Score what you can build now

Give each idea 0, 1, or 2 points for every gate.

- 0: unknown or unsupported.
- 1: partly clear; one short research step could settle it.
- 2: clear enough to make a first version.

Gate	What a 2 looks like	Idea 1	Idea 2	Idea 3	Idea 4	Idea 5
Person	one person in one recognizable situation					
Job	one problem or desired result					
Finish line	a result you can see, open, use, or test					
Access	you can reach examples, evidence, or likely users					
Creator fit	you can judge whether the output is useful					
Small scope	a useful first version can be built without a team					
Total	maximum 12					

Apply two vetoes

Do not choose an idea yet if either statement is true:

1. You cannot review whether the output is correct or safe.
2. The first version depends on sensitive data, regulated advice, payments, accounts, private messages, or an external system you do not control.

Those ideas may still be valid later. They need more evidence, stronger safeguards, or specialist review before an AI-assisted build.

Make the decision

- 10 to 12: ready to scope.
- 7 to 9: revise the weakest gate, then score again.
- 0 to 6: park it for now.

If two ideas tie, choose the one with the clearer finish line. If they still tie, choose the one you can put in front of another person sooner.

Selected idea:

I chose it because:

The weakest assumption is:

I can test that assumption by:

My selected idea in one sentence:

What this first version will not try to prove:

Evidence or examples I will carry into the brief:

Find the smallest useful version

SECTION 03

READ / APPLY / REVIEW

03

Cut the idea down without removing its job

The first version needs one user, one job, one main result, and one clear next action.

Write the full idea as it currently exists:

My full idea:

Now remove anything that is not required for the first useful result:

- extra audiences;
- accounts or profiles;
- dashboards;
- subscriptions or payments;
- community features;
- automation between several tools;
- multiple formats or product tiers;
- personalization that can wait for a second version.

Write the useful moment

Complete this sentence:

When [specific moment happens], she uses this to [one action] and leaves with [visible result].

Examples:

- When a service provider has one hour to plan next week's content, she uses the workbook to choose five post premises and leaves with a dated publishing plan.
- When a local photographer sends someone her offer, the visitor uses one page to understand the mini-session and leaves knowing whether to book.
- When a woman remembers a household task, she adds it to one list and can still find it after closing and reopening the app.

Fix the first-version boundary

One user:

One job:

One visible result:

One main action:

Included in version one:

Deliberately excluded:

I will know it is finished when:

The job I must protect while cutting scope:

Features I can reconsider only after the first build:

If the finish line still contains "and," inspect it. You may be holding two products.

Choose the build route

SECTION 04

READ / APPLY / REVIEW

04

Route A: digital product

Choose this route when the useful result can be delivered as files: a guide, workbook, checklist, template, mini-course asset, or another self-serve resource.

Starter digital-product brief

Working title:

Buyer:

She reaches for this when:

Starting state:

Finished state:

Main format:

Required files:

-

The first action she should find within two minutes:

The method or knowledge I can stand behind:

Claims I will not make:

Support included:

Support excluded:

Definition of done:

Keep version one small

A first digital product does not need a large library, a membership, several pricing tiers, or a complicated launch. It needs a specific buyer, a usable result, accurate files, and a delivery path you have tested.

When this brief is complete, continue with [Build Your First Digital Product with AI](#). The \$39 Field Guide covers evidence, production, QA, packaging, storefront, and release.

Route B: small website

Choose this route when the project needs one public decision path: understand an offer, view a body of work, join a list, make an enquiry, or take one other next step.

Starter website brief

Site job:

This site helps [specific visitor] understand [offer or project] and take [one action].

Visitor:

She arrives because:

She is deciding:

She would distrust:

Offer or project:

Result:

Proof I can show honestly:

Primary button label:

Button destination:

What happens after the click:

Required pages:

-

Explicit exclusions:

- no login

- no database

- no custom payment flow

-

Definition of done:

Keep version one small

One polished public page can test a clearer business question than a half-built five-page site. Keep the first version focused on one visitor decision.

When this brief is complete, continue with [Your First Small Website](#). The \$39 Field Guide covers the build, mobile checks, domain, publication, and a safe way back when a change goes wrong.

Route C: focused iPhone app

Choose this route when the useful result depends on a repeated action and information that should remain available after the app closes.

You need a Mac capable of running the required Xcode version for the paid build route.

Starter iPhone app brief

Moment:

When [specific moment happens], I want to [one action] so I can [visible result].

User:

She currently uses:

The repeated friction is:

One job:

The app lets her:

One saved record:

Record name:

Required properties:

What must survive a relaunch:

Required actions:

- add
- edit
- change state or complete
- delete

Empty-state first action:

Explicit exclusions:

- no login
- no cloud sync
- no payment
- no analytics
- no notifications
- no AI API
- no backend

Definition of done:

Keep version one small

The first app proves one local loop: add something, change it, close the app, reopen it, and find the saved state intact.

When this brief is complete, continue with [Your First iPhone App](#). The \$49 Field Guide covers the SwiftUI build, Simulator testing, persistence, manual acceptance, and recovery from common Xcode errors.

Check the brief before you build

SECTION 05

READ / APPLY / REVIEW

05

The handoff test

Read your chosen brief as if you had never seen the idea before.

- ☐ The user is one person in one situation.
- ☐ The project has one main job.
- ☐ The finish line is observable.
- ☐ Required inputs and files are named.
- ☐ Version-one exclusions are explicit.
- ☐ Claims and safety boundaries are visible.
- ☐ A builder can tell what to make first.
- ☐ You can review the result without outsourcing judgment.

Ask AI to return questions before it builds:

Read this brief as a builder. Return only the decisions that are still missing, grouped into blocking and non-blocking questions. Do not widen the scope, recommend extra features, or begin the build.

Answer the blocking questions in the brief. Ignore feature suggestions that do not protect the central job.

Your build decision

Project:

Route: DIGITAL PRODUCT / SMALL WEBSITE / IPHONE APP

Decision: BUILD / REVISE / PARK

The first artifact I will ask AI to make:

The part I will review personally:

The date I will review the first build:

Build the version you chose

SECTION 06

READ / APPLY / REVIEW

06

You have done the decision work that a vague prompt usually hides.

Choose the guide that matches your brief:

Build a digital product

Build Your First Digital Product with AI · \$39

Turn the selected idea into finished files, inspect the method and claims, package the product, and prepare a storefront and release.

Build a small website

Your First Small Website · \$39

Build and publish one focused site, test it on a phone, connect a domain, and keep a safe return path for later edits.

Build a focused iPhone app

Your First iPhone App · \$49

Build one local-first SwiftUI app, test its actions and saved state in Simulator, and learn how to recover from common Xcode failures.

You do not need all three. Finish the route attached to the idea you chose.

Soft Systems Club

Practical AI systems for women building something of their own.

Built by Evelyn