XONIK

GUIDE

AI Product Feasibility Checklist

A checklist for deciding whether an AI product idea is feasible: the problem, the data, the approach, the way it can fail, the people, the delivery and the approvals.

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For	A product leader or head of AI with an AI product idea.
Use with	The AI Project Brief Builder on the XONIK website, and the Product Discovery Canvas.

How to use this checklist

Answer for one product idea at a time. Tick a statement only when it is true today and you could show why. The decision guide at the end turns the ticks into a next move: a bounded build, a test of the weakest area, or a stop. Use it to start a conversation.

The problem suits AI

- [ ] The problem is stated as a change in how work is done, with no technology named.
- [ ] A person can say what a good answer looks like, and two people would agree.
- [ ] A wrong answer is usually easy to catch and cheap to correct.
- [ ] A simpler method, such as a rule, a search or a better form, has been considered and set aside for a reason.
- [ ] The people who would use the output want it and have been asked.

Data

- [ ] The data the product needs exists and can be reached.
- [ ] There is permission to use it for this purpose, written down.
- [ ] The data covers the awkward cases as well as the typical ones.
- [ ] Someone can say how current it is and who keeps it so.
- [ ] The data in use matches the data the live product would see.

Approach

- [ ] A first version has been defined that would test the core of the idea without building the whole product.
- [ ] There is a way to judge quality on real examples before release, and the examples are not the ones used to build it.
- [ ] The team has built something like this before, or has someone who has.
- [ ] The dependence on any outside model or supplier is understood, including what happens if it changes.
- [ ] What the product must never do has been written down.

How it can fail

- [ ] Each way the product can be wrong has been listed, with who would be affected and how soon anyone would notice.
- [ ] A person can review or reverse an output that affects someone.
- [ ] There is a fallback for when the product is down or wrong.
- [ ] Quality will be checked after launch, on a schedule, by a named person.
- [ ] The product's limits are stated plainly to the people who use it.

People and process

- [ ] An owner is named for the live product, and has agreed.
- [ ] The working process around the product has been drawn, and the people in it have seen it.
- [ ] Someone will prepare and support the people who use it.
- [ ] A date is set when the old way of working stops.
- [ ] The product has a sponsor who will fund running it as well as building it.

Delivery and operation

- [ ] Running the product has a cost that is known, including usage charges and the time to keep it working.
- [ ] The product can be changed safely, and a change can be reversed.
- [ ] Someone will notice when a supplier or a model behind it changes.
- [ ] Support for users has been planned.
- [ ] There is a plan to retire the product, and the conditions under which it would be retired.

Risk and approvals

- [ ] The people who answer for security, privacy and risk have seen the design of the live product, not only the idea.
- [ ] The rules that apply to this kind of use in the places you operate have been identified by someone qualified to say.
- [ ] The approvals still needed are listed with their owners.
- [ ] Any use of personal data has a stated basis.
- [ ] Records of how the product was tested and approved will be kept.

Decision guide

If	Then
Most boxes are ticked in every section, and the Data section is fully ticked along with the owner item under People and process.	Go on to a bounded first build. Keep the section with the fewest ticks as the first risk to watch.
A section or two has few ticks.	Test those sections first. Choose the cheapest test that could prove the idea wrong, and run it before you build.
The problem, Data or People and process section has few ticks.	Stop building and return to discovery. A better model cannot make up for a missing problem, data or owner.
The problem section is mostly unticked.	The idea may not suit AI. Try a simpler method first.

Decision record

Decision (go, test first or stop), who decided, and the date

The weakest section and the test you will run on it

Owner of the next step

Limits of this document

XONIK wrote this document as a working aid. It is general guidance, not legal, financial, technical-audit or regulatory advice, and it certifies nothing. It records your own reading of your own organization, so it is only as good as the answers you give. It does not guarantee any result.