

DANA SABAH

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10 DECISIONS

Before You Build Checklist

Clarify the decisions that matter before
spending money on a build.

Before you begin

You understand your business better than anyone. The difficult part is often turning that knowledge into the right product and build decision.

Check the statements that feel clear and supported today. Leave a box empty when the decision still needs discussion, evidence, or comparison.

You do not need every box checked. The empty boxes may show where more clarity is needed before you commit money or build effort.

10 DECISIONS

Before You Build Checklist

Check the statements that feel clear and supported today.

- ☐ We can point to a real customer, business, or operational problem that is important enough to address now.
- ☐ We have repeated signs that the need is real, such as customer requests, delays, errors, lost revenue, or heavy manual work.
- ☐ We know which problem should be solved first, even if the wider idea includes more opportunities.
- ☐ We know who will use the product, who will own it inside the business, and who will support it after launch.
- ☐ We know what the launch-ready version must help the customer, user, or business achieve.
- ☐ We have decided what belongs in the first version, what can wait, what can stay manual, and what should remain outside the product.
- ☐ The main steps, roles, rules, and exceptions are clear enough before we digitize or automate them.
- ☐ We have compared the main build paths based on our business stage, cost, speed, team, risk, and future dependence.
- ☐ We have considered support, maintenance, data, reporting, payments, security, operating cost, and future improvements.
- ☐ We can name the decision that would create the most cost, delay, or rework if we get it wrong.

The unchecked statements may show which decision needs clarity next.

AFTER THE CHECKLIST

What your answers may be telling you

01 Most statements feel clear

You have a strong basis for moving forward. It may still be useful to pressure-test the few decisions that could create the most cost or dependence later.

02 Several statements remain unchecked

The opportunity may still be valuable, but some decisions around scope, operations, ownership, or build path need more attention before you commit.

03 Many statements remain unchecked

Consider pausing before spending more money. The risk may not be the idea itself. The risk is turning open questions into features, integrations, costs, and long-term dependencies.

BEFORE YOU BUILD AUDIT

Need a practical second opinion?

The **Before You Build Audit** applies product and operations judgment to your actual product, workflow, business stage, team, risks, costs, and build options.

[Explore the Before You Build Audit](#)

Dana Sabah

Product Development Studio
Product & Operations Advisor

danapds.com

[LinkedIn](#)

[Contact](#)