

# Can you pass The Mom Test?

“Do you think it’s a good idea?”

“Would you buy a product which did X?”

“What would your dream product do?”

“Why do you bother?”

“What are the implications of that?”

“Talk me through the last time that happened.”

“Talk me through your workflow.”

“What else have you tried?”

“Would you pay X for a product which did Y?”

“How much would you pay for X?”

“How are you dealing with it now?”

“Where does the money come from?”

“Who else should I talk to?”

“Is there anything else I should have asked?”

**How did you do?:** [Watch the video](#) to hear Blair and Paul’s answers to these questions!