If someone has sent you this: they're considering something new, and they'd like to agree with you what gets built with AI and how it gets checked before anyone relies on it. Tick what you've done, and talk about the rest.

Building with AI, and how it gets checked

Tick it on your own, or each of you separately and then compare.

What gets built

- [ ] **You've listed the parts a first version needs.**
  The product, the website, contracts, payments, anything a customer would touch.
- [ ] **Each part has a name next to it.**
  Who builds it, with or without AI.
- [ ] **You've marked which parts a customer would notice if they went wrong.**
  Those are the parts to check first.

How it gets checked

- [ ] **You've agreed what "working" means for each important part.**
  In terms a customer would recognise, such as "they can pay and get a receipt".
- [ ] **Someone other than the builder checks the important parts.**
  Whoever built it, person or AI, tends to see what they meant to build.
- [ ] **You've named the parts nobody on the team can check.**
  Security, tax and contracts are the usual ones.
- [ ] **You know who you'd pay to check those.**
  Before they're needed.

Before anyone relies on it

- [ ] **You've tried the whole thing as a customer would.**
  From finding it to paying, in one go.
- [ ] **You know where your work and data are kept.**
  And that you could take them elsewhere if you needed to.
- [ ] **There's a date to look at what went wrong in the first month.**
  Each problem shows a check that was missing.

Why these points are important

AI has made it quick to build something that looks finished. In my experience, the time saved in building tends to reappear later as time spent finding out what doesn't work, unless the checking was planned from the start.

What usually goes unchecked

- What happens when a payment fails.
- What a customer sees on a phone.
- Emails sent automatically.
- Who can see whose information.
- The small print in a contract template.

Each of these works most of the time, which is why nobody looks.

Why the builder shouldn't be the only checker

Whoever built something tests the way they expect it to be used. Customers use it the way they actually do.

What I'd do first

I'd pick the one part that would hurt most if it failed in front of a customer, agree what "working" means for it, and have someone else try to break it.

When you're the one it's been sent to

If you're building it, it helps to say which parts you can't check yourself. Saying so early is cheaper than finding out after launch.



WHERE COACHING FITS

People at this point often use coaching to decide how much to build before the idea has been tested, and what they'd stop building if a test went badly. I won't tell you what to build. I'll ask the questions that show what each part of the build is meant to prove.

What to look for in any coach
simonbowen.com/guides/choosing-a-coach

A free first conversation
simonbowen.com/enquire/?moment=start