Testing CORE Navigator yourself: a story pack for editors

Story pack for editors

Format
Story pack

Length
705 words

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CORE Navigator is a digital assessment for entrepreneurs and business owners. This pack is for editors and reporters who want to try the product themselves after launch and write about it. It sets out what can be tested once access is available, suggests a test procedure and lists the questions a fair test should answer. No test report exists yet; the verdict belongs to the publication.

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What can be tested

CORE Navigator is a browser-based web app available in German and English. A test can look at four areas.

- **QuickCheck.** The free entry point takes under 15 minutes to complete. At the end of the QuickCheck, users pick their biggest bottleneck and get a first starting point for it in their QuickCheck result.
- **Personal CORE profile.** The detailed evaluation describes a person's way of working as an entrepreneur through the CORE Types Constructor, Operator, Rainmaker and Explorer. The planned scope adds values and inner conflicts, energy and stress patterns, and how the person handles decisions, communication, leadership and collaboration.

- **Sprints & Checklists.** Users activate an action, set dates, tick off steps, record what they experienced and repeat the run if they need to.
- **Usability.** Whether the questions are clear, how the flow works on the tester's own device, and how switching between languages works.

Test access is planned from launch, which is expected in 2027. Which parts it will include is clarified on request.

A possible test procedure

This procedure describes what can be tested once access is available. The product is designed for people who run a business, so the test says more if the tester is an owner or managing director: a member of the editorial team who owns a company, for example, or a business owner from the publication's network who agrees to take part.

1. Request access and agree in advance which parts are included, which language will be used and on which device.
2. Before starting, write down a real question from the tester's working life, for example a decision that keeps landing on their desk.
3. Complete the QuickCheck, time it and note any question that was unclear.
4. Record which bottleneck the tester picked at the end of the QuickCheck, then read the QuickCheck result. What starting point follows from it, and does it relate to the question written down at the start?
5. If included, read the personal CORE profile and sort its statements into fits, does not fit and unclear.
6. Choose a sprint, set a time frame and work through the steps in day-to-day business.
7. When the time frame ends, complete the reflection and compare it with the starting question. What moved, and what did not?

Steps one to five fit into a single session. Steps six and seven need the time frame the tester chooses for the sprint. A blank test record is included with this pack.

Questions a fair test should answer

- How long does the QuickCheck actually take, and are the questions clear without prior knowledge?
- Does the tester recognise themselves in the result? Where not?

- Can the result be applied to a specific situation in the tester's own business?
- Are the steps in a sprint concrete enough to carry out alongside daily work?
- Where would the tester also need a conversation, for example with the team, a co-owner or a coach?
- What happens to the information the tester enters, and what does the privacy policy say about it?
- What will access cost after launch, and which parts will it include?

What CORE Navigator is not

An individual profile relates to the person who completes the questionnaire and is based on their own answers. It is not a suitability assessment for job candidates and not an analysis of an entire team. Nor does it make decisions: what an owner hands over, changes or keeps is the owner's call.

CORE Navigator is also not software for processes, projects or organisation charts. It starts with how the person who runs the business works.

The product is not yet generally available. CORE Navigator is planned to launch in 2027; until then, a waiting list is open.

Registering interest in access

Test access is planned from launch. Publications can register their interest now at press@core-navigator.com. Please include the publication and planned format, the preferred test period and the language. Registering interest does not imply a commitment; scope and timing will be agreed individually where appropriate.

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