Experiment Planner

Validate your problem and solution through the creation of hypothesis and experiments

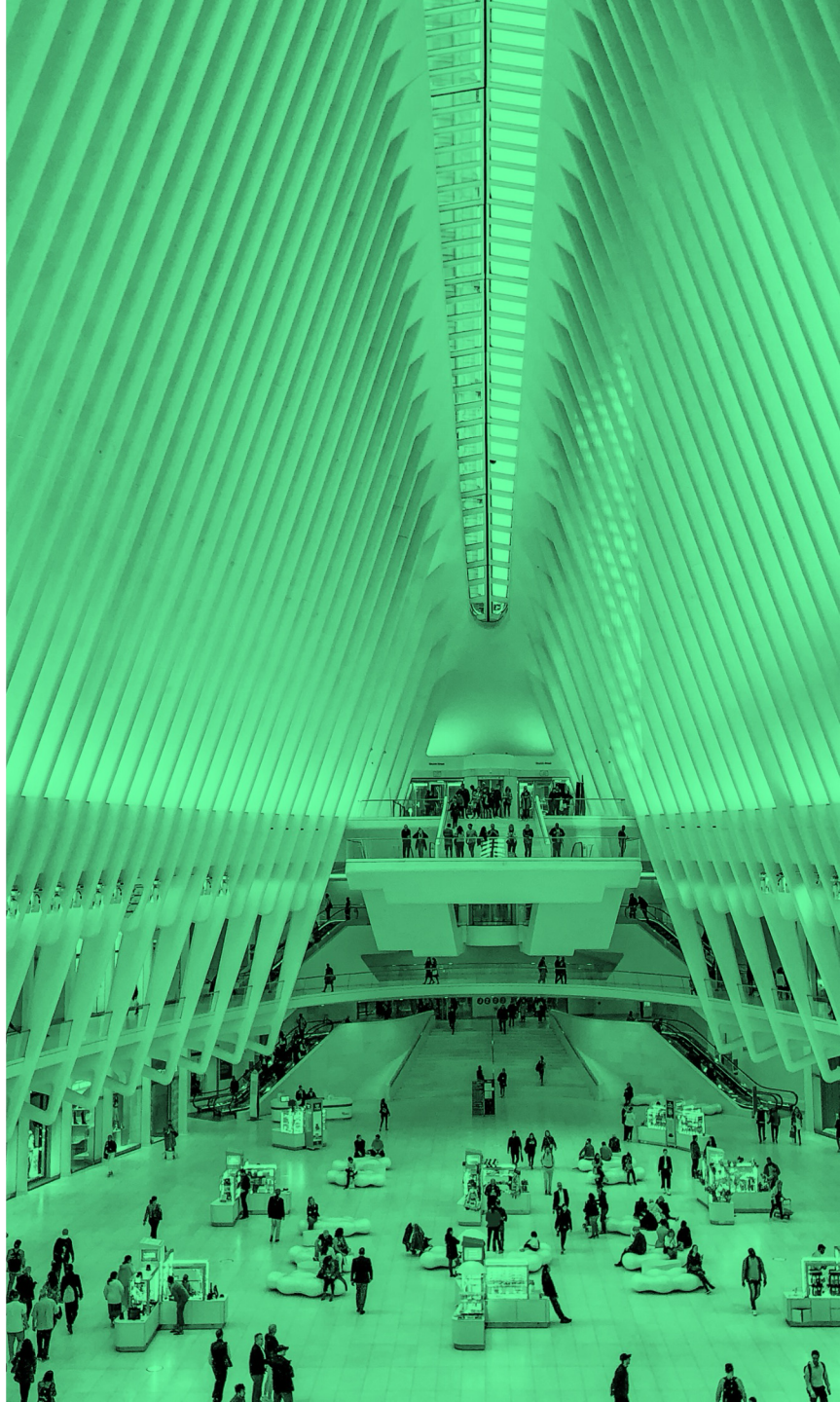
Experiment Planner

What is the value of the Experiment Planner?

Innovation is centred on experimentation; many business innovators even work in labs. Innovators must validate their presumptions and build on their most successful initiatives in order to make even little enhancements to currently available items. While some innovations have been the result of lone geniuses, genuine invention comes through teamwork. Teams striving to find a solution to a shared issue were/ are still largely responsible for all contemporary innovations. That entails establishing alignment and inviting individuals to the table inside the organization. The issues confronting the business might be ambiguous, just like in science, therefore innovators must distil them down to their most basic components. Business stakeholders and innovators may work together through collaborative exercises like the design sprint framework to break down complex issues into smaller, more manageable initiatives. And establishing that early alignment makes it far simpler to recognize crucial metrics and locate lasting solutions.

What is the Experiment Planner?

Selecting the appropriate experiment is simply the first step in testing our company concepts. After selecting our experiment, it is crucial that we take our time carefully developing it. The evidence we gather may be further strengthened by well planned tests, which will boost our confidence when making judgments. The proper participant selection and the creation of an artifact are two of the most crucial components of effective experiment design.

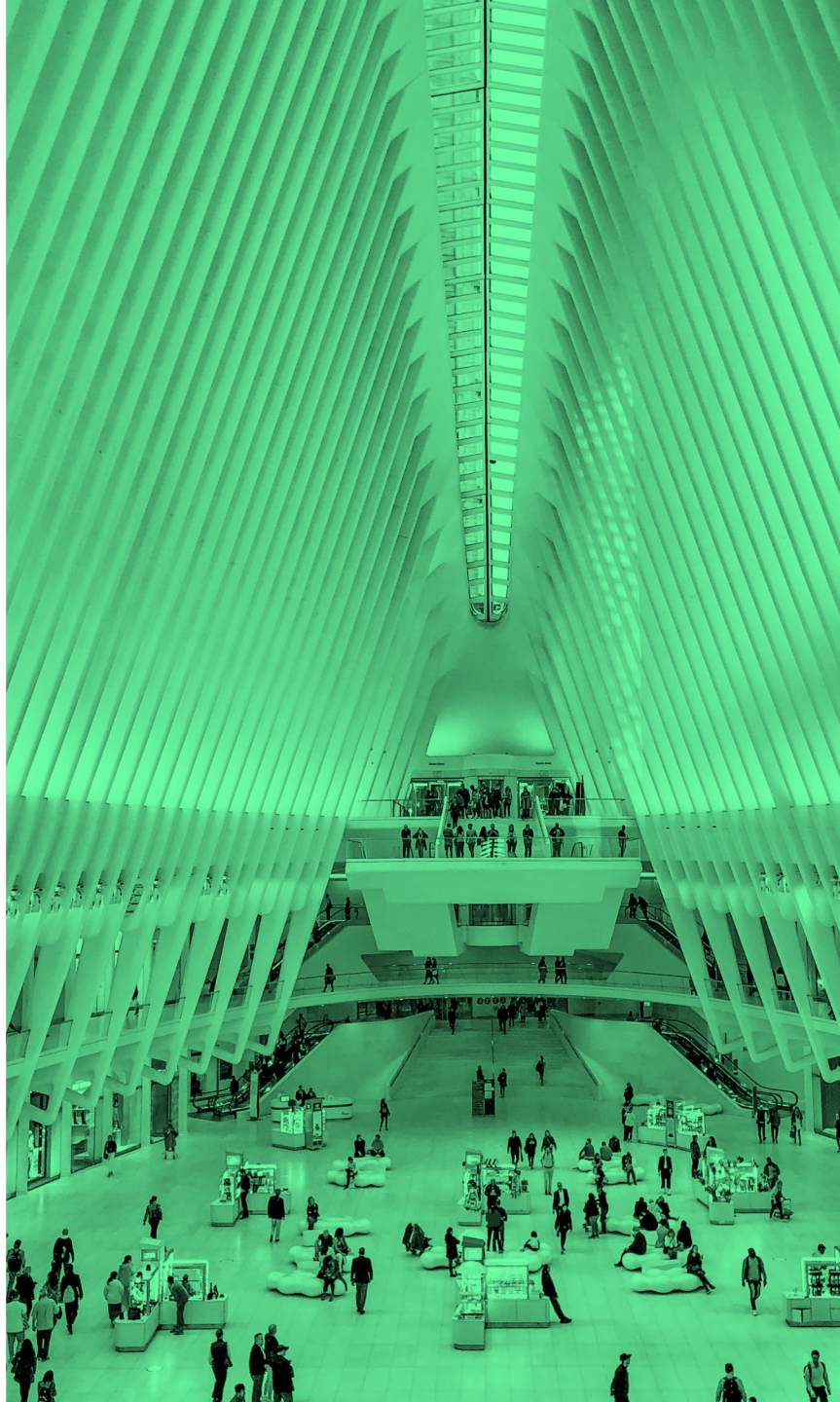


Experiment Planner

Consider the following aspects before designing your experiment:

I. Determine which type of experiment is best appropriate for the hypothesis you wish to test. Any deadlines you're attempting to fulfil, as well as the availability of the tools and resources necessary to carry out an experiment, are other contributing elements. For instance, if you needed help creating a landing page, you would require a web designer or a third party. When everything is said and done, experiments are only tools, therefore there is no need to spend weeks or months putting them up.

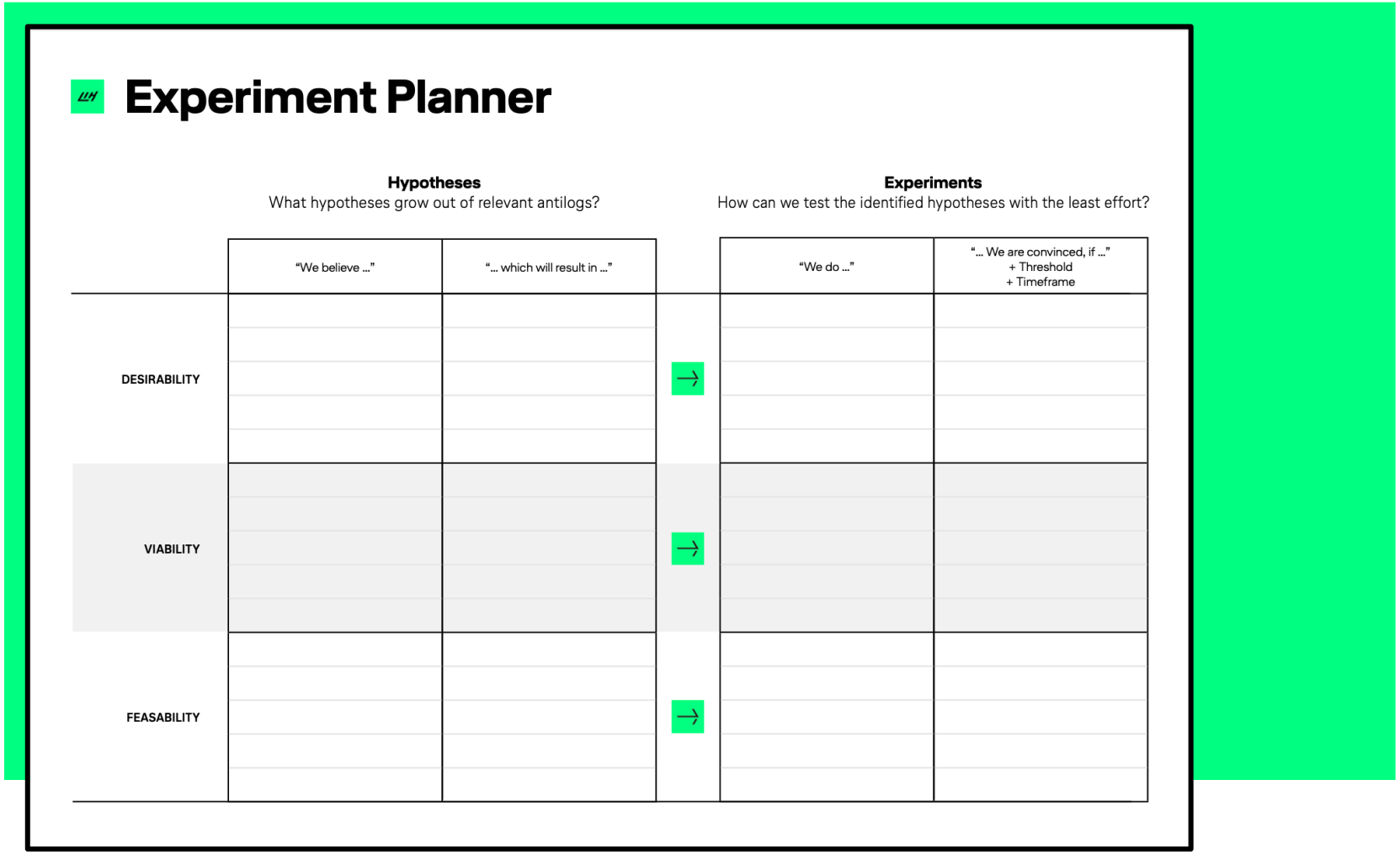
II. There is no such thing as a flawless experiment. Therefore, while you plan your experiment, you must consider how trustworthy the data you get will be. Reliable data collection might be difficult during experiments since they are frequently untidy. We advise conducting several fast tests that offer various viewpoints or trends. This will result in a larger data set and a better degree of confidence.



Experiment Planner (45+ min)

Discovery *Ideation* *Validation* *Scale*

Facilitation Level	Intermediate
Group Size	3-5+ people
Prerequisites	none



Experiment Planner (30-45+ min)

Discovery | Ideation | Validation | Scale

Facilitation Level	Intermediate
Group Size	3-5+ people
Prerequisites	Analytical and technology affine user

Step-by-step instruction

How to Use the Experiment Planner:

1. **Establish a hypothesis - This will enable you to specify the kind of data you're seeking and provide a standard against which to compare your findings. Without this fundamental component, it may be challenging to verify or disprove your hypothesis and determine what lessons may be drawn from the experiment. A strong strategy for avoiding confirmation bias is to formulate a hypothesis.**

2. **Format your experiment - There are a lot of minor design choices you make while developing your experiment that will affect how it will be carried out. For instance, you must determine whether you want your test audience to rank the features or just choose their favorite if you want them to choose the greatest one from a list. While a rating will provide you with a more comprehensive data set, having participants select just one option can speed up the experiment. The decisions you make in this situation should be in line with the facts you're attempting to gather and the project's larger business needs. Make sure the information you gather will allow you to test your theory (and defined metric).**

3. **Keep a clear line - It's crucial to avoid jumping to conclusions as you get ready to conduct your experiment. You must be aware of the data's degree of confidence throughout the process and be prepared to do more trials to confirm these preliminary findings. The more insights you have, the more knowledgeable you'll be when deciding where to take your innovation project. On the basis of data that has been gathered and has held up in actual use, you may then pivot intelligently.**

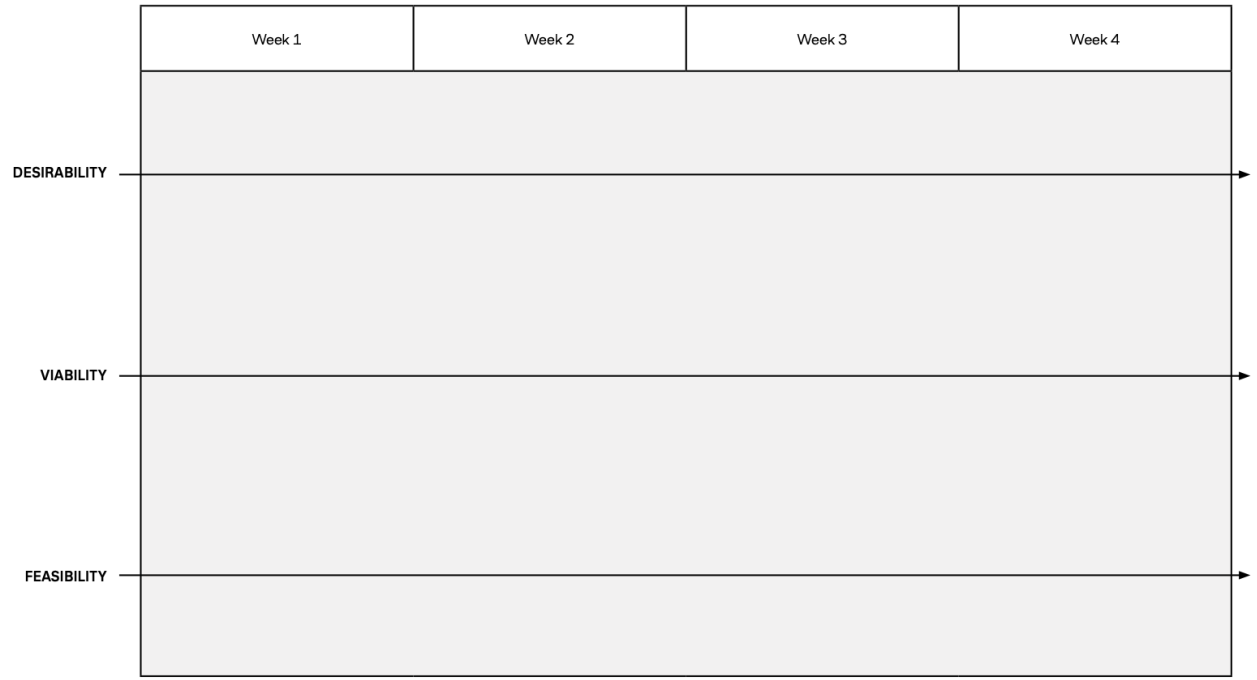
Action Planner (20+ min)

Discovery | *Ideation* | *Validation* | *Scale*

Facilitation Level	Intermediate
Group Size	3-5+ people
Prerequisites	none

Action Planner

The action plan provides an overview of the next steps to be taken. There are three timelines which differentiate between experiments for the desirablily, viability and feasability aspect. Make a mark on every timeline to visualize when each experiment should be conducted.



Action Planner (30-45+ min)

Discovery | Ideation | Validation | Scale

Facilitation Level	Intermediate
Group Size	3-5+ people
Prerequisites	Analytical and technology affine user

Step-by-step instruction

How to Use the Action Planner:

In the next step following the planning of your experiment use the Action Plan template to aid with the organizing of your team's actions for developing your business model and lean offering, as well as the execution of your experiments. Consider the following steps within the scope of the three lenses of Innovation (Desirability, Viability & Feasibility):

1. Which tasks need to be carried out... to create the lean offerings for the business model? to carry out the specified experiments? - Do any jobs using analogs need to be investigated?
2. Output - What specific results do we hope to achieve after 4 weeks?
3. How is your Team pertforming - Every week, discuss the team's performance with the project team. Discuss freely your observations of the team's performance and what might be done to enhance it. If necessary, go in and raise the stakes with the sponsor.
4. Key Insights - What have we discovered, and do we need to adjust our approach? If so, return to the Business Model Canvas or Hypothesis and experiments

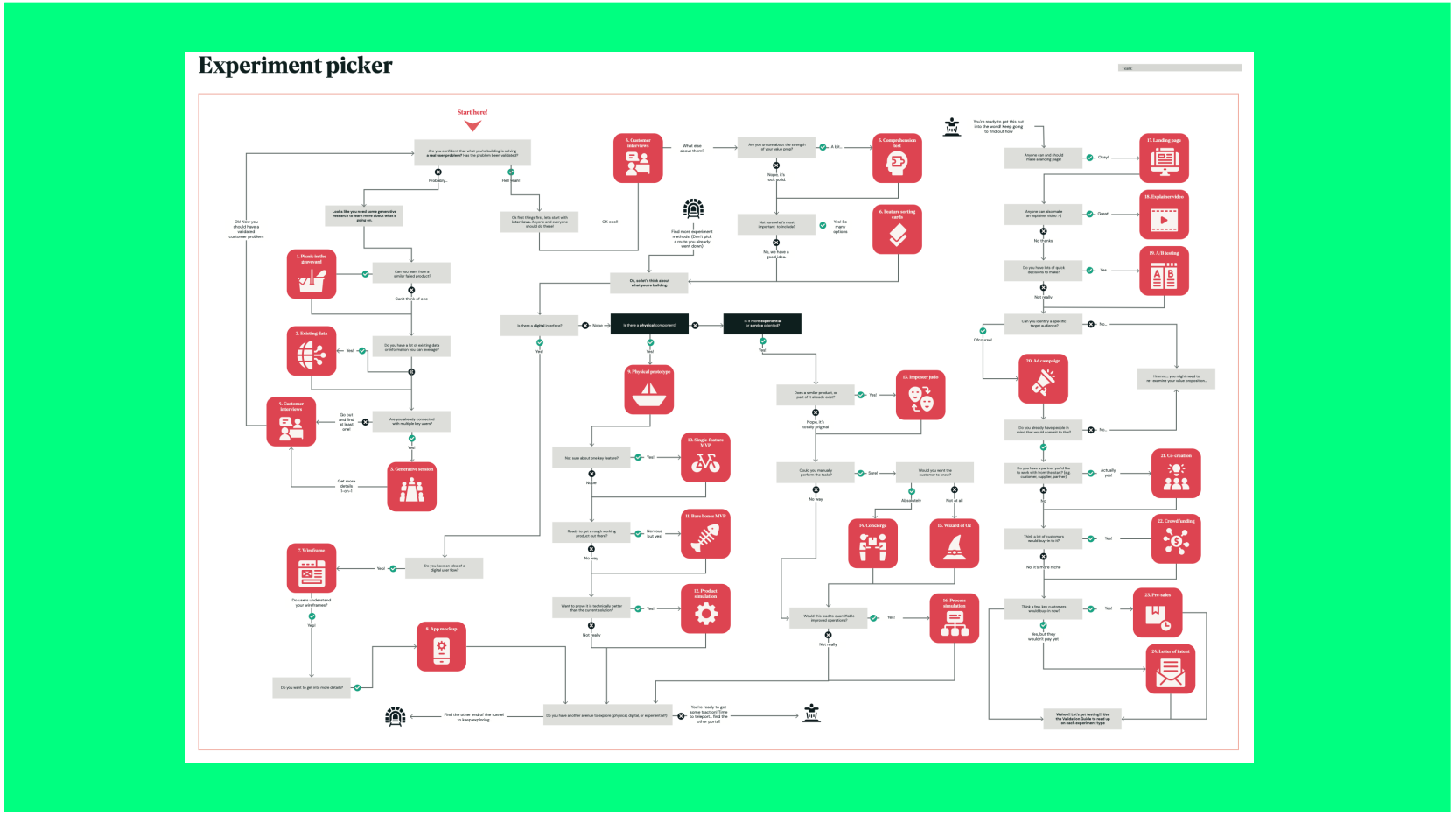
Usage Examples:

- defining, assigning, and monitoring the tasks that a project team must do during an iteration.
- displaying the connections between tasks

Experiment Selector (45-60+ min)

Discovery | Ideation | Validation | Scale

Facilitation Level	Intermediate
Group Size	3-5+ people
Prerequisites	Analytical and technology affine user



Experiment Selector (40+ min)

Discovery | Ideation | Validation | Scale

Facilitation Level	Intermediate
Group Size	3-5+ people
Prerequisites	Analytical and technology affine user

Step-by-step instruction

How to Use the Experiment Selecgtor:

In the next step following the action planning of your experiment use the Experiment Selector template to help you in choosing the best kind of experiment to verify your most important hypotheses. You can choose potential experiments and discover more about their design by responding to a few fundamental questions.

1. Based on the Experiment Planner select the main hypotheses you wish to verify (10 min).

2. For each, complete the Experiment Selector, then talk with your team about the suggested experiments. (30 min).

Experiment Name

Type of hypothesis: What type of hypothesis are you testing? based on your major learning objective.

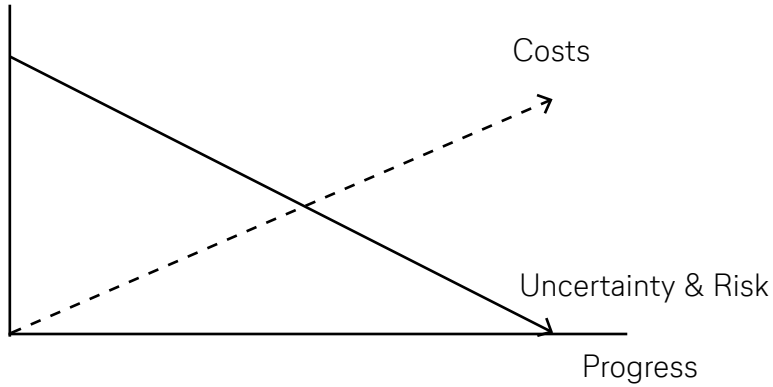
Level of uncertainty: How much evidence do you already have (for a specific hypothesis)?
The less you know, the less you should waste time, energy, and money. Quick and cheap experiments are most appropriate for that goal. The more you know, the stronger the evidence should become, which is usually achieved by more costly and lengthier experiments.

Urgency: How much time do you have until the next major decision point or until you run out of money?
The selection of the right experiment may depend on the time and money you have available. If you have a major meeting with decision makers or investors coming up, you might need to use quick and cheap experiments to quickly generate evidence on multiple aspects of your idea. When you are running out of money, you need to pick the right experiments to convince decision-makers and investors to extend funding.

1. Go cheap and fast at the beginning.
2. Increase the strength of evidence with multiple experiments for the same hypothesis.
3. Always pick the experiment that produces the strongest evidence given your constraints.
4. Reduce uncertainty as much as you can before you build anything.

Discovery
Weak evidence is sufficient to discover if your general direction is right. You get first insights into your most important hypotheses.

Validation
Strong evidence is required to validate the direction you've taken. You aim to confirm the insights you've gotten for your most important hypotheses

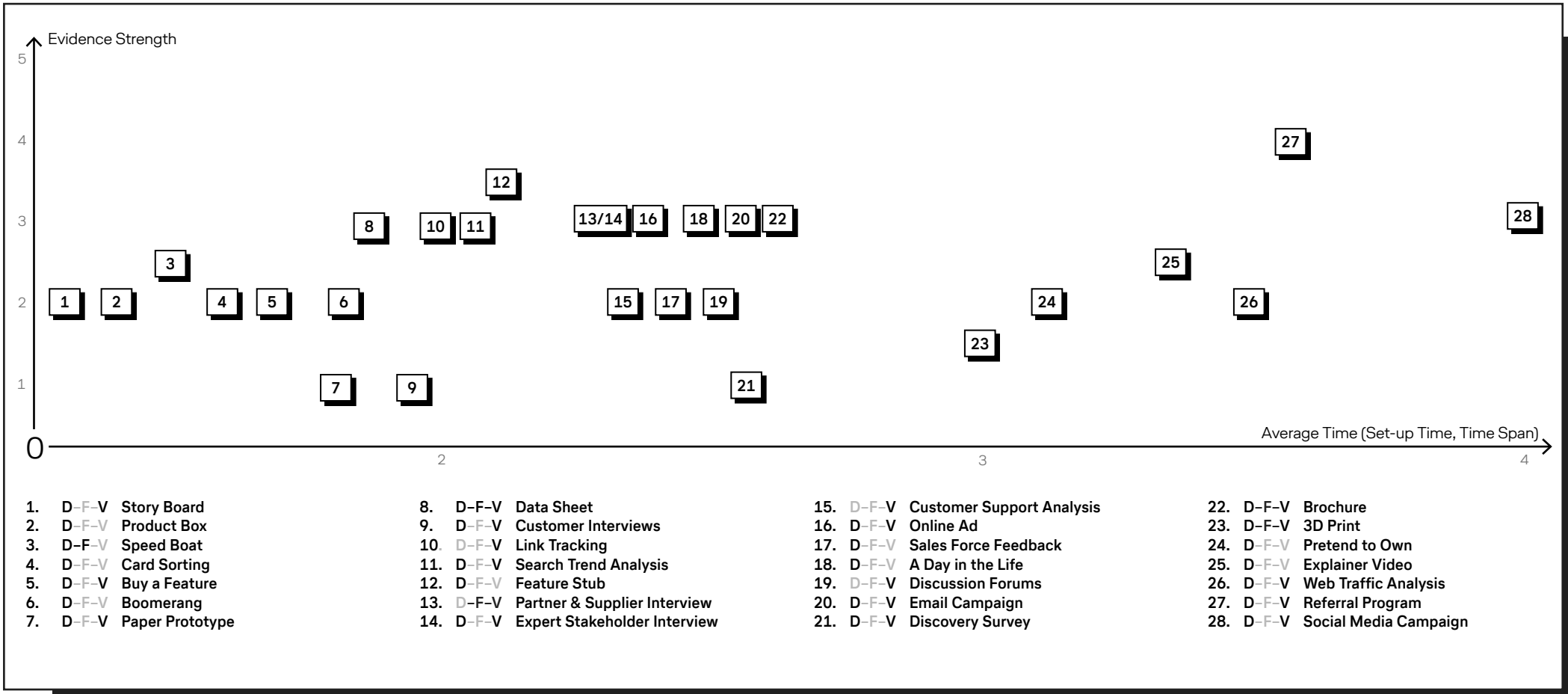


Discovery Experiments

Type

- Exploration
  - Customer Interview
  - Expert Stakeholder Interviews
  - Partner & Supplier Interviews
  - A Day in the Life
- Data Analysis
  - Search Trend Analysis
  - Web Traffic Analysis
  - Discussion Forums
  - Sales Force Feedback
- Interest Discovery
  - Online Ad
  - Link Tracking
  - 404 Test
  - Feature Stub
  - Email Campaign
  - Social Media Campaign
  - Referral Program
- Discussion Prototypes
  - 3D Print
  - Paper Prototype
  - Storyboard
  - Data Sheet
  - Brochure
  - Explainer Video
  - Boomerang
  - Pretend to Own
- Preferences & Prioritization Discovery
  - Product Box
  - Speed Boat
  - Card Sorting
  - Buy a Feature

Discovery Experiments



1. D–F–V Story Board
2. D–F–V Product Box
3. D–F–V Speed Boat
4. D–F–V Card Sorting
5. D–F–V Buy a Feature
6. D–F–V Boomerang
7. D–F–V Paper Prototype
8. D–F–V Data Sheet
9. D–F–V Customer Interviews
10. D–F–V Link Tracking
11. D–F–V Search Trend Analysis
12. D–F–V Feature Stub
13. D–F–V Partner & Supplier Interview
14. D–F–V Expert Stakeholder Interview
15. D–F–V Customer Support Analysis
16. D–F–V Online Ad
17. D–F–V Sales Force Feedback
18. D–F–V A Day in the Life
19. D–F–V Discussion Forums
20. D–F–V Email Campaign
21. D–F–V Discovery Survey
22. D–F–V Brochure
23. D–F–V 3D Print
24. D–F–V Pretend to Own
25. D–F–V Explainer Video
26. D–F–V Web Traffic Analysis
27. D–F–V Referral Program
28. D–F–V Social Media Campaign

1. Story Board

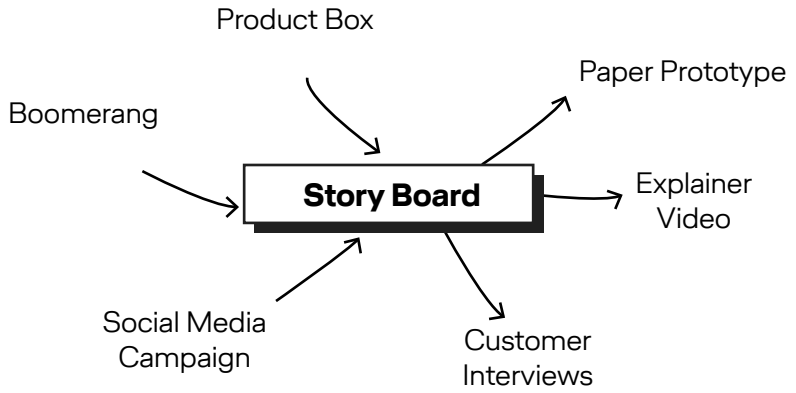
DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

A Storyboard visualizes an interaction step by step with sketches/ illustrations. By translating experiences into visuals they will become much more tangible so everyone involved can follow along. In brainstorming sessions storyboards can illustrate different solutions that can be compared with each other.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Customer Jobs
  - Customer Pains
  - Customer Gains
  - Customer Quotes

Pairings:



Capabilities
Design, Research

2. Product Box

DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

Product Boxes are a way to visualize a product idea in the medium of a cardboard box. This method is best used in a facilitated workshop with potential customers who can visualize their perfect offering by displaying value propositions, main features, and key benefits on the box.

Cost

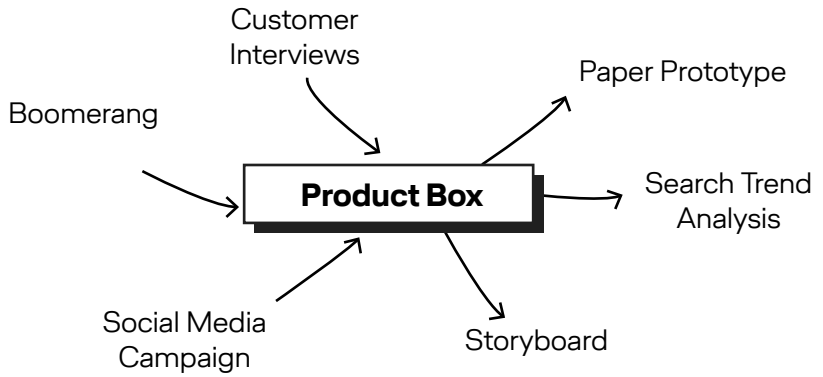
Set-up Time

Time Span

Evidence Strength

Value Proposition
Customer Jobs
Customer Pains
Customer Gains
Customer Quotes

Pairings:



Capabilities
Design, Product, Research

3. Speed Boat

DESIRABILITY **FEASIBILITY** VIABILITY

DISCOVERY

This method will reveal challenges that customers face. It is best used in a facilitated workshop with potential customers who can visualize what is slowing them down and how it impacts feasibility. Post-its representing anchors are added to the image of a speed boat. The anchors show a visual representation of things that are holding back progress.

■■□□□ Cost

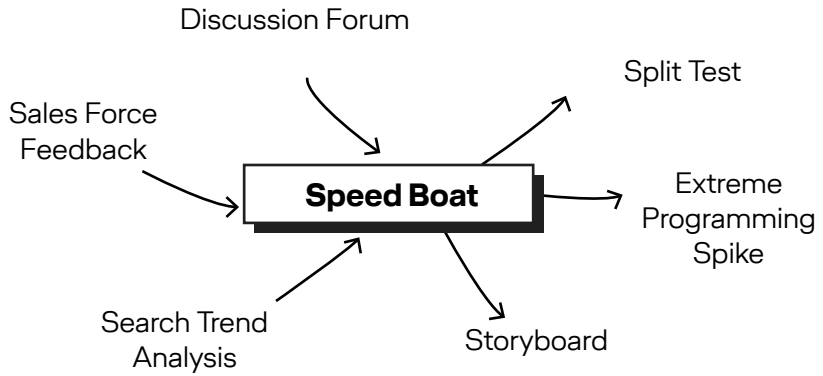
■■□□□ Set-up Time

■□□□□ Time Span

■■■□□ Evidence Strength

# of anchors
# of severe anchors
# of urgent anchors
Customer Quotes

Pairings:



Capabilities
Design, Product, Technology

4. Card Sorting

DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

Card Sorting helps to uncover and prioritize customer jobs, pains and gains. Identified customer jobs, pains and gains are written on cards. Customers are asked to sort the cards in each category from most important to least important. The new insights can help to create and sharpen the value proposition.

Cost

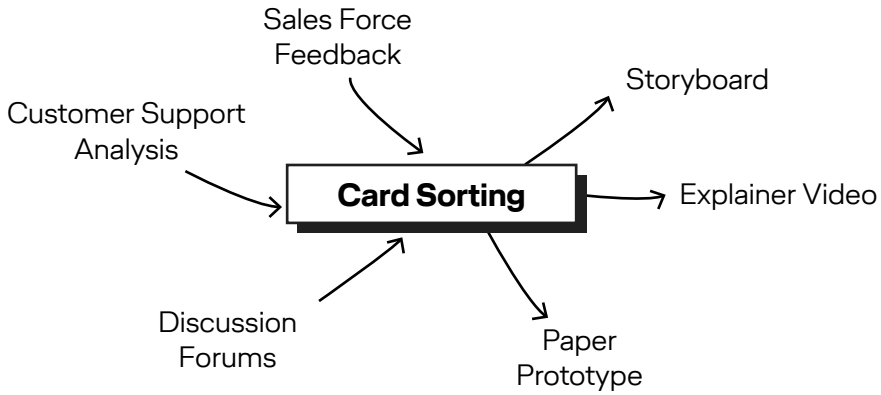
Set-up Time

Time Span

Evidence Strength

Customer Jobs
Customer Pains
Customer Gains
Customer Quotes

Pairings:



Capabilities
Marketing, Research

5. Buy a Feature

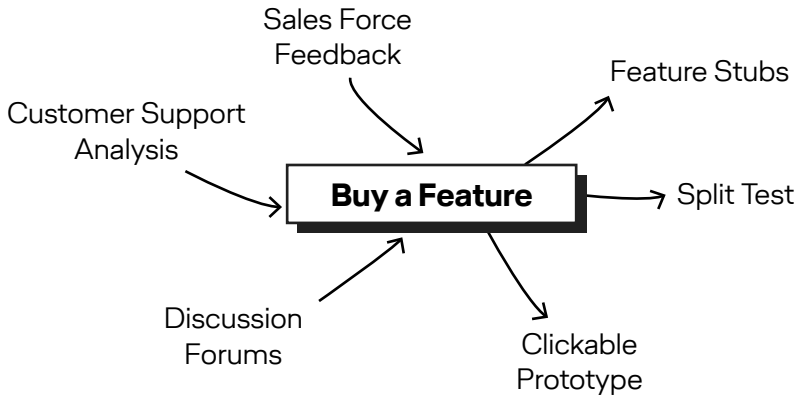
DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

The goal of this method is to understand which features of a product are prioritized by the user. In order to identify the most important features from a list, a group of potential users are asked to spend a hypothetical budget on the features they want. Moreover, the discussion around the prioritization can reveal customer jobs, pains and gains.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Feature Ranking
  - Customer Jobs
  - Customer Pains
  - Customer Gains
  - Customer Quotes

Pairings:



Capabilities
Product, Research, Finance

6. Boomerang

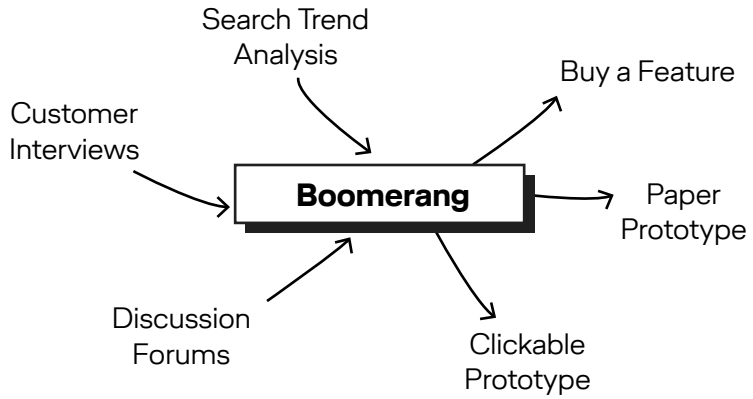
DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

The boomerang method is a fast way to identify weaknesses of a competitor product. Instead of building and testing a prototype with users, a competitors product is being used during user testings. The insights can be used to better solve the potential user's needs in the existing market.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Task Completion Percentage
  - Task Completion Rate
  - Customer Quotes

Pairings:



Capabilities
Product, Marketing, Research

7. Paper Prototype

DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

The paper prototype is a sketched interface on paper. Using a sketch is an easy and quick way to explain the concept to customers in the early stage. Afterwards, the gathered feedback on the simulated experience can be used for higher fidelity protoypes.

■□□□□ Cost

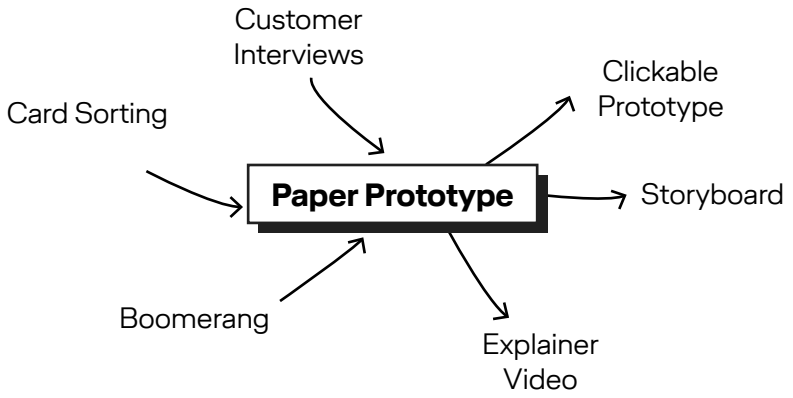
■■□□□ Set-up Time

■■□□□ Time Span

■□□□□ Evidence Strength

Task Completion Percentage
Task Completion Rate
Customer Quotes

Pairings:



Capabilities
Design, Research

8. Data Sheet

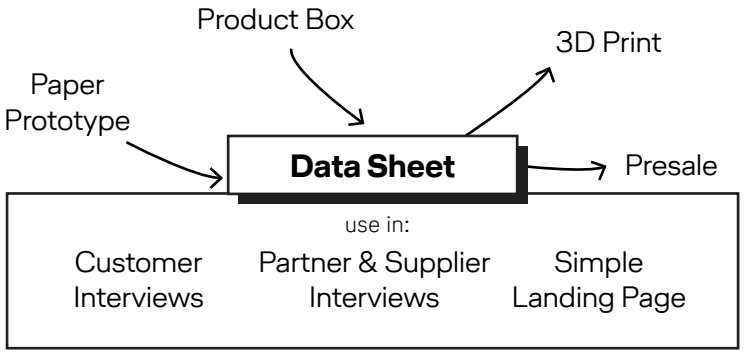
DESIRABILITY **FEASIBILITY** **VIABILITY**

DISCOVERY

A data sheet is one page that contains all essential information to explain the product's technical specifications and the value proposition. The data sheet is used in customer or partner interviews to gain insights about customer jobs, customer pains, customer gains. The data sheet can also be included on a simple landing page.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Customer Quotes
  - Partner Quotes

Pairings:



Capabilities
Design, Technology, Marketing

9. Customer Interview

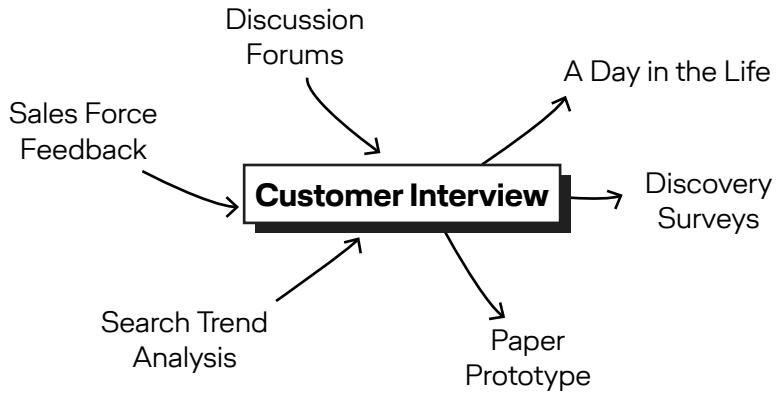
DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

Customer Interviews are a way to qualitatively learn about the customer group. Done right, the interviews reveal the customer's motivations, challenges and behavior. The customer jobs, pains, gains and willingness to pay can be identified.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Customer Jobs
  - Customer Pains
  - Customer Gains
  - Interview Referrals

Pairings:



Capabilities
Research

10. Link Tracking

DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

By creating a link that is trackable it is possible to monitor the conversion rate. The link can be included e.g. in an online ad, on a simple landing page or in an email campaign. It has to have a clear call to action and the value propostion needs to be understood by the customer. Also, the customer behavior on the destination page can be insightful.

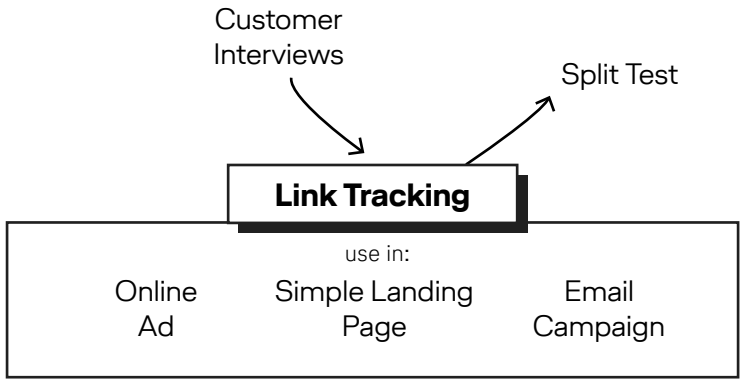
■□□□□ Cost

■□□□□ Set-up Time

■■■□□ Time Span

■■■□□ Evidence Strength
# of unique views

Pairings:



Capabilities
Technology, Data

11. Search Trend Analysis

DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

Search Trend Analysis looks at the top trending search phrases related to the respecti-ve topic to identify relevant problems to solve. There a numerous tools for search trend analysis e.g. Google Trends, Google Keyword Planner ...

Cost

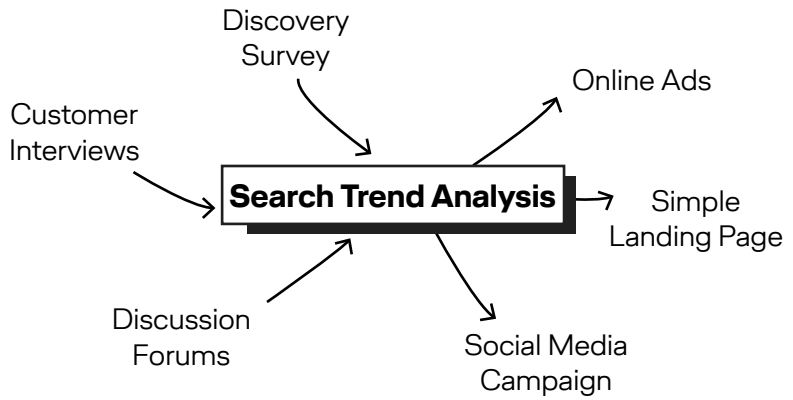
Set-up Time

Time Span

Evidence Strength

# of keyword searches within a period of time
Related queries that users searched for

Pairings:



Capabilities
Marketing, Research, Data

12. Feature Stub

DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

Feature stub tests if a user is interested in a specific product feature that isn‘t implemented yet. When the user clicks on the button expected to function a popup states that the feature is not yet released. The user can click on a ”learn more“ link. The conversion could be tracked. Optionally, a survey can ask how much interest there is and include an email signup. Feature stub should only be run for a short time to not frustrate users.

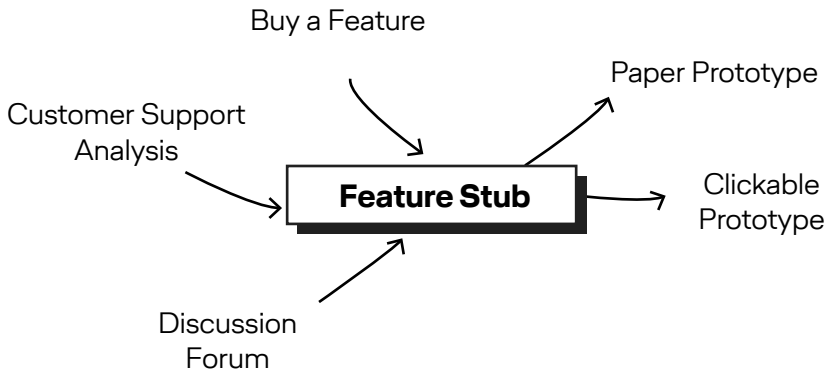
Cost

Set-up Time

Time Span

Evidence Strength
# of unique views
# of button clicks
button % conversion rate
# of feature survey completed

Pairings:



Capabilities
Product, Design, Technology

13. Partner & Supplier Interview

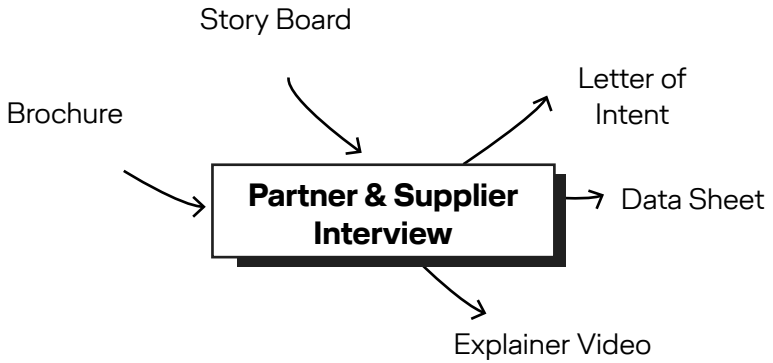
DESIRABILITY **FEASIBILITY** **VIABILITY**

DISCOVERY

These interviews focus on feasibility aspects and check if partners or suppliers can be involved and if they can deliver what's needed. Are key partners able to supply the key resources or carry out the key activities needed for the solution?

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  # of key partner bids
  Key partner feedback

Pairings:



Capabilities
Research

14. Expert Stakeholder Interview

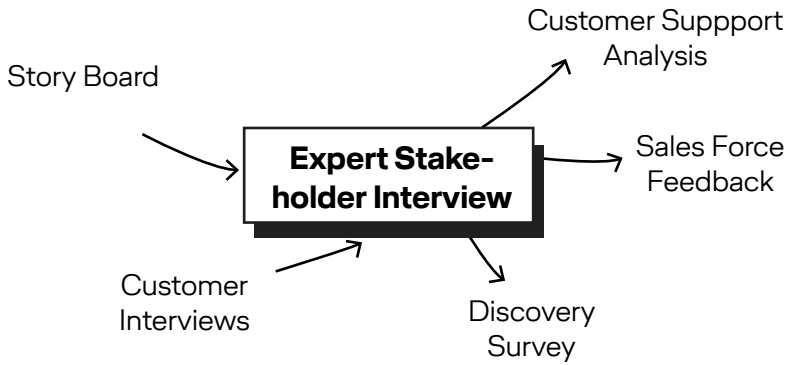
DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

The stakeholders are critical to the success of a project or product since they play a role in the decision making process later on. Stakeholder Interviews aim to understand what is important to them and what kind of result they expect. Involving them early on will make it easier to get their support and to gain valuable insights. In exchange, it's also beneficial to the stakeholders to learn about identified user pains and needs.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  Expert Stakeholder Feedback

Pairings:



Capabilities
Research

15. Customer Support Analysis

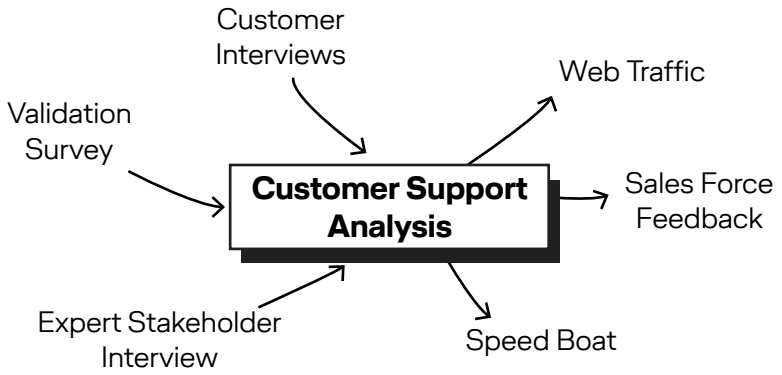
DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

It can be beneficial to analyze data from an existing customer support. The raw data from customer interactions can reveal jobs, pains and gains. The customer support team can back up their insights with evidence such as feedback from customer support calls, emails ... etc.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Customer Feedback
  - Types of Feature Requests

Pairings:



Capabilities

Sales, Marketing, Research, Data

16. Online Ad

DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

An online ad can be a quick way to test customer desirability. By monitoring how well the ad performs (impressions, clickthrough rate, comments, shares ...) it's possible to test how well received the offering is and who is interested.

■■■□□ Cost

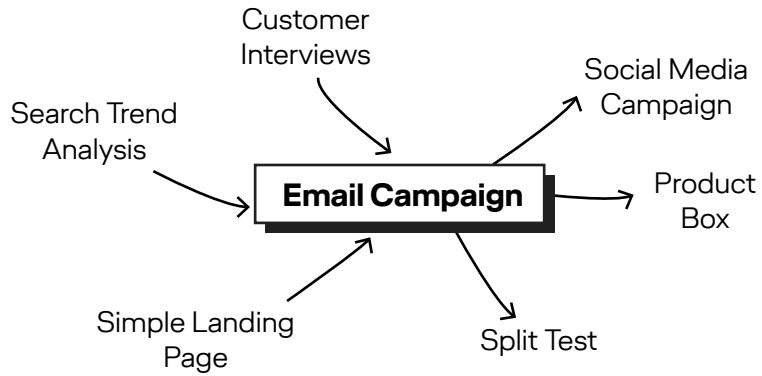
■■□□□ Set-up Time

■■■□□ Time Span

■■■□□ Evidence Strength

# of unique views
# of clicks
Click through rate

Pairings:



Capabilities
Product, Design, Marketing

17. Sales Force Feedback

DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

The sales force is in close communication with the customers which means they are a valuable source for customer feedback. Moreover, the sales force can back up insights with evidence from sales calls, dashboards, emails ... The reasons why customers were hesitant to buy and what arguments make them close the deal are worth identifying.

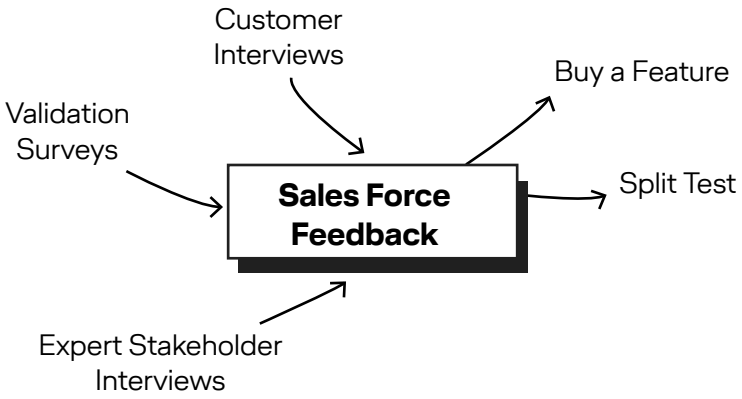
Cost

Set-up Time

Time Span

Evidence Strength
# of near sale misses
Feedback on reasons for sale blockers
Types of feature requests

Pairings:



Capabilities
Sales, Research, Data

18. A Day in the Life

DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

The ethnographic research method reveals customer jobs, pains and gains. By only observing customer behavior in a real setting and without interacting it‘s possible to gather valuable insights around their experiences.

Cost

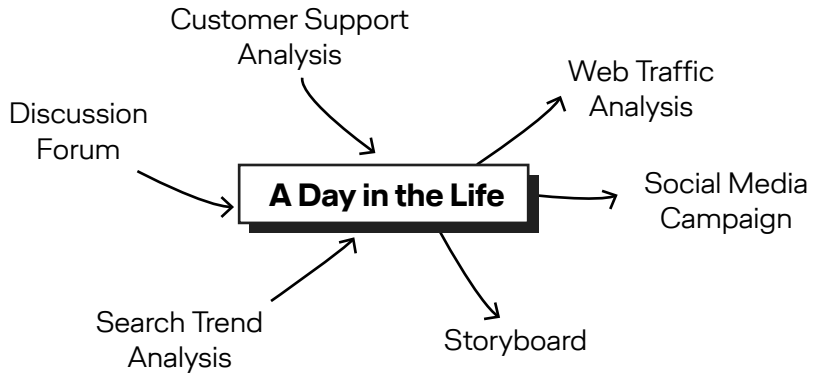
Set-up Time

Time Span

Evidence Strength

Customer Jobs
Customer Pains
Customer Gains
Customer Quotes

Pairings:



Capabilities
Research

19. Discussion Forums

DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

Online Discussion Forums can be a great source for insights from potential customers. Websites like review portals can be scraped and the gathered data can uncover unmet customer jobs, pains and gains.

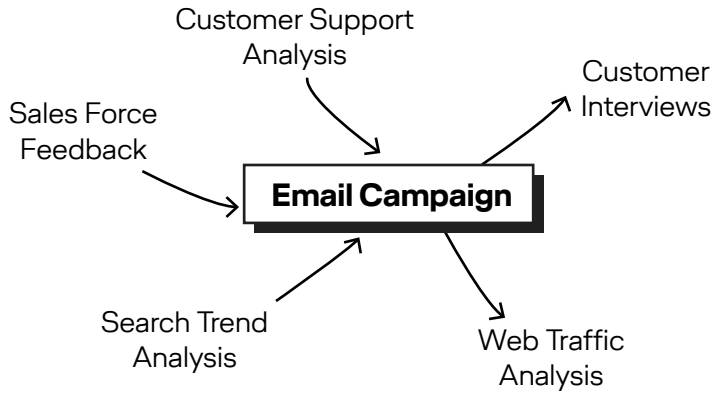
■□□□□ Cost

■■□□□ Set-up Time

■■■□□ Time Span

■■◻□□ Evidence Strength
Types of work-arounds
Types of feature requests

Pairings:



Capabilities
Research, Data

20. Email Campaign

DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

Emails are deployed across a specific period of time to customers. This experiment is ideal for quickly testing your value proposition with a customer segment. Goals can vary from driving traffic to a page for conversions, onboarding new customers, building trust, and learning customers needs to re-engaging existing or lost customers.

■□□□□ Cost

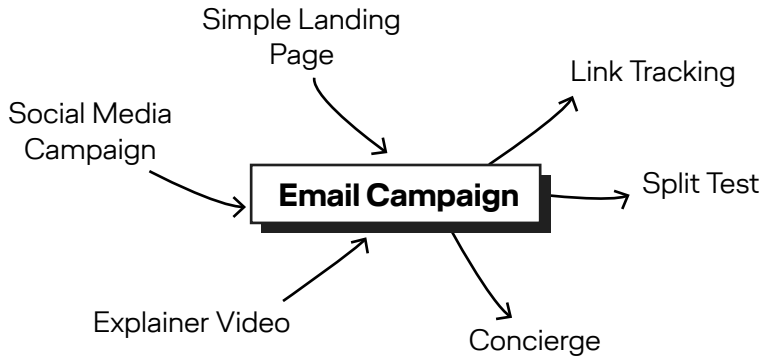
■■□□□ Set-up Time

■■■□□ Time Span

■■■□□ Evidence Strength

Open rate
Click rate
Bounces
Unsubscribes

Pairings:



Capabilities
Product, Design, Marketing

21. Discovery Survey

DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

A discovery survey contains open ended questions and aims to shine light on customer jobs, pains and gains. The survey is a great tool to get a lot of information from different people without needing to interview every person individually. Therefore the questions need to be crafted in a clear and precise way.

Cost

Set-up Time

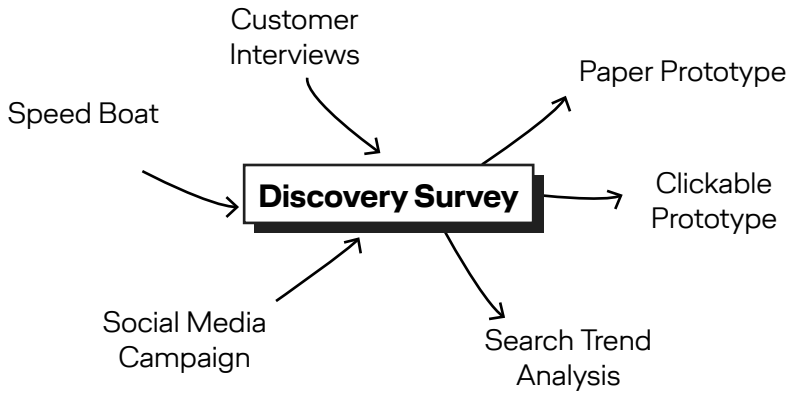
Time Span

Evidence Strength

# of free text answer responses

people willing to be contacted after survey

Pairings:



Capabilities

Product, Research, Marketing

22. Brochure

DESIRABILITY **FEASIBILITY** **VIABILITY**

DISCOVERY

The brochure is a physical medium that informs about the product and conveys the product's value proposition. Talking to potential customers will be more insightful with the help of a brochure.

Cost

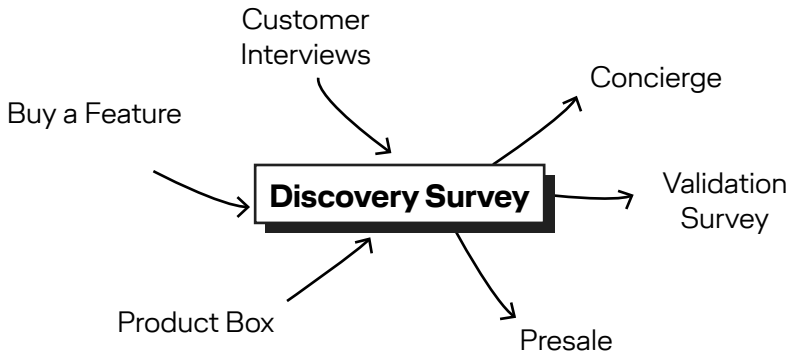
Set-up Time

Time Span

Evidence Strength

# of brochure views
# of brochures taken
# of interviews
# of people who contact you
% Email Conversion Rates

Pairings:



Capabilities

Product, Research, Marketing

23. 3D Print

DESIRABILITY **FEASIBILITY** **VIABILITY**

DISCOVERY

A 3D Printer offers the possibility to rapid prototype a physical 3D-object that can be touched. The concept can be made tangible and customers can interact with the object.

■■■□□ Cost

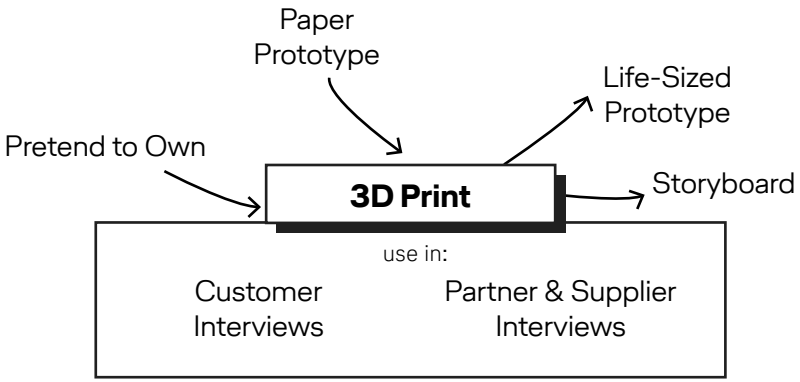
■■■□□ Set-up Time

■■■□□ Time Span

■■□□□ Evidence Strength

Customer Jobs
Customer Pains
Customer Gains
Customer Quotes

Pairings:



Capabilities
Design, Technology

24. Pretend to Own

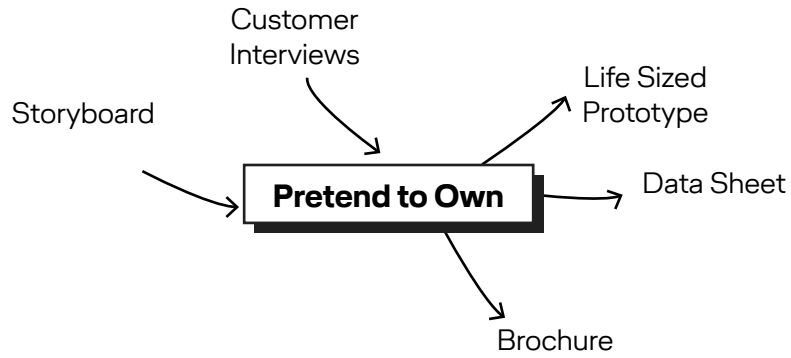
DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

Pretend to Own is a non-functioning low fidelity prototype to rapidly test a product idea. It could be simply made out of cardboard. The prototype is used in the day-to-day-life to see how well it can be integrated in the actual environment. It can be seen as a pre-step to a much higher-fidelity prototype that would benefit from the early learnings.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  Engagement Logbook

Pairings:



Capabilities
Design, Research

25. Explainer Video

DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

Creating an explainer video is a great way to visually present a business idea to the customer. It makes it easy for the customer to grasp a concept just by watching a well structured storyline starting from the problem, presenting the proposed solution and explain the value proposition.

Cost

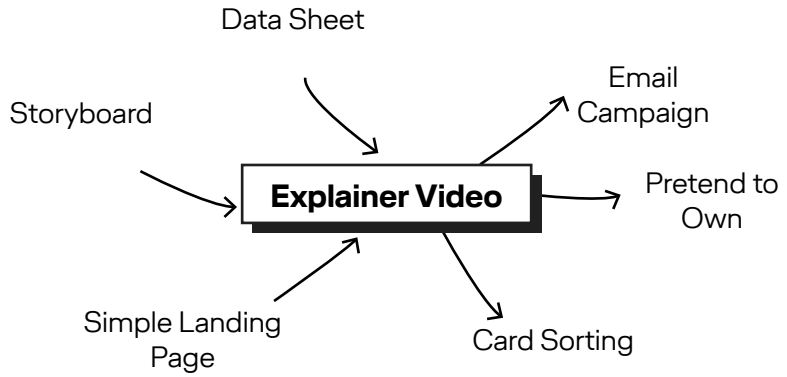
Set-up Time

Time Span

Evidence Strength

# of unique views
# of shares
# of clicks
comments

Pairings:



Capabilities
Design, Product, Technology

26. Web Traffic Analysis

DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

There are a lot of insights to gain from analysing the web traffic on the product web-site. The collected data can reveal customer behavior patterns and show where the flow can be improved to engage and retain customers.

Cost

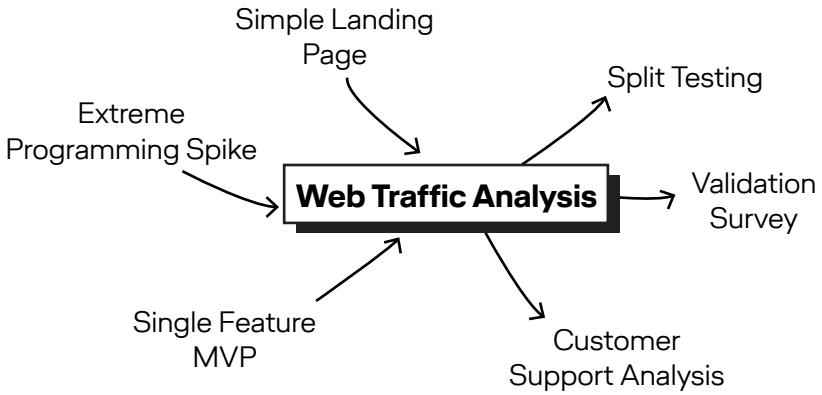
Set-up Time

Time Span

Evidence Strength

# of sessions
# of drop-offs
Amount of attention via heatmaps

Pairings:



Capabilities
Technology, Data

27. Referral Program

DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

A referral program incentivizes existing customers to refer the product to friends and family. The number of referrals are a strong indicator of high customer satisfaction with the product. The referral program is a great way to grow the customer base organically.

Cost

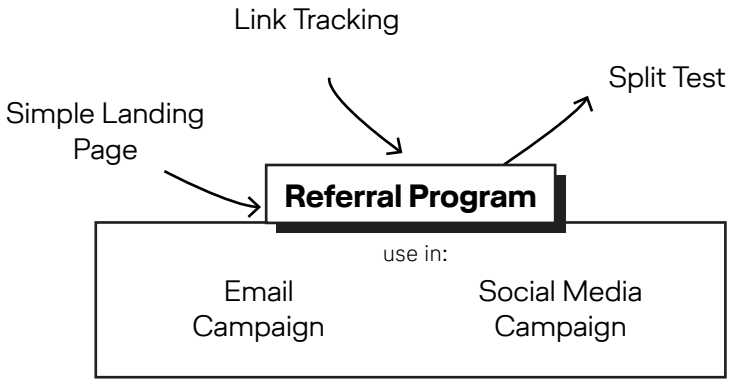
Set-up Time

Time Span

Evidence Strength

# of advocates
# of advocate shares
# of friends
# of friend clicks
# of friend conversions

Pairings:



Capabilities
Technology, Data

28. Social Media Campaign

DESIRABILITY FEASIBILITY **VIABILITY**

DISCOVERY

A campaign on social media presents the product to a wide audience and can attract new customers. Social media campaigns also aim to increase the brand awareness and in the end drive sales.

Cost

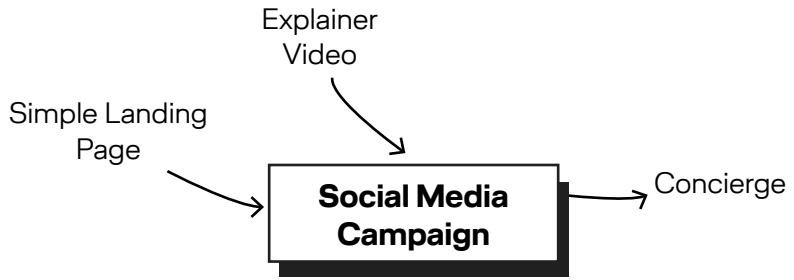
Set-up Time

Time Span

Evidence Strength

# of views
# of shares
# of comments
# of clicks
# of conversions

Pairings:



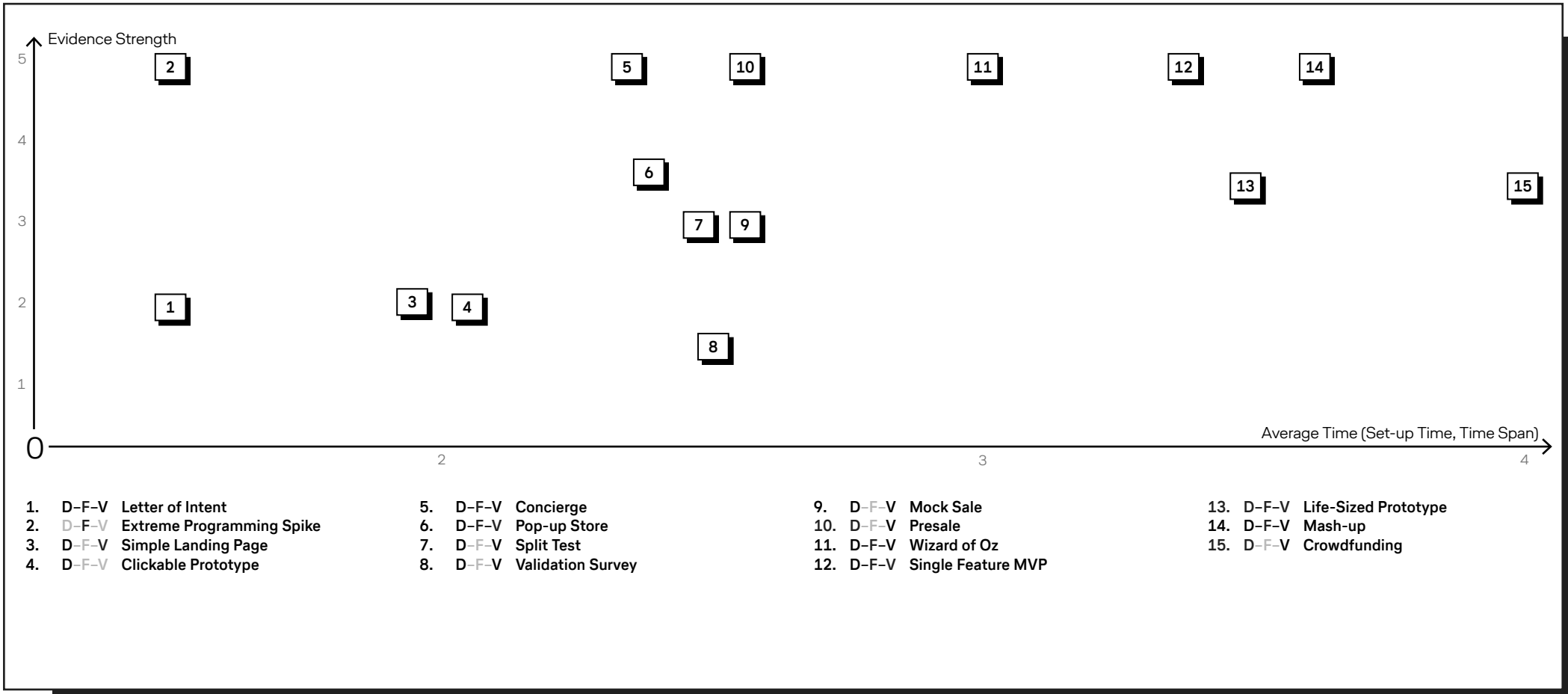
Capabilities
Technology, Data

Validation Experiments

Type

- Interaction Prototype
  - Clickable Prototype
  - Single Feature MVP
  - Mash-up
  - Concierge
  - Life-Sized Prototype
- Call to Action
  - Simple Landing Page
  - Crowdfunding
  - Split Test
  - Presale
  - Validation Survey
- Simulation
  - Wizard of Oz
  - Mock Sale
  - Letter of Intent
  - Pop-up Store
  - Extreme Programming Spike

Validation Experiments



1. D–F–V Letter of Intent
2. D–F–V Extreme Programming Spike
3. D–F–V Simple Landing Page
4. D–F–V Clickable Prototype
5. D–F–V Concierge
6. D–F–V Pop-up Store
7. D–F–V Split Test
8. D–F–V Validation Survey
9. D–F–V Mock Sale
10. D–F–V Presale
11. D–F–V Wizard of Oz
12. D–F–V Single Feature MVP
13. D–F–V Life-Sized Prototype
14. D–F–V Mash-up
15. D–F–V Crowdfunding

1. Letter of Intent

DESIRABILITY **FEASIBILITY** **VIABILITY**

VALIDATION

By signing a letter of intent a customer can signalise that they would be willing to purchase the product. The letter of intent is not legally binding but captures the level of interest

Cost

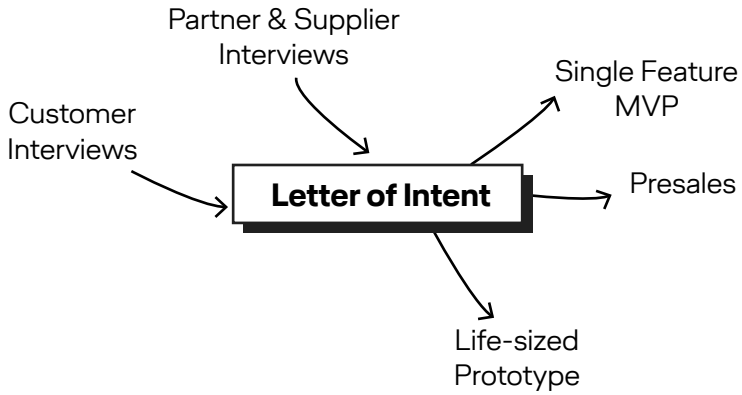
Set-up Time

Time Span

Evidence Strength

# of LOIs sent
# of LOI views
# of LOI signatures
Customer and Partner Quotes

Pairings:



Capabilities
Product, Technology, Legal, Finance

2. Extreme Programming Spike

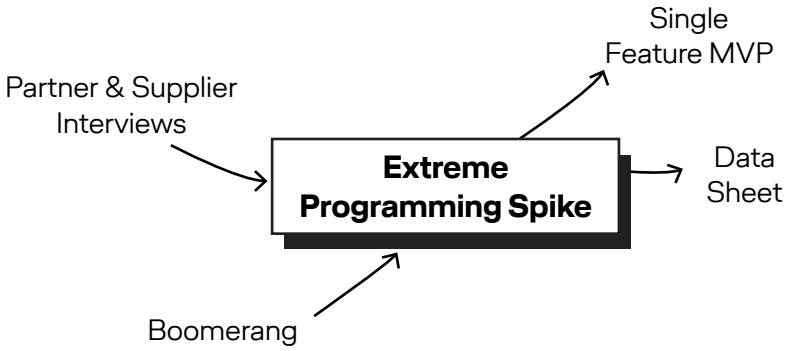
DESIRABILITY **FEASIBILITY** VIABILITY

VALIDATION

The spike comes from programming and is something that is simply coded to explore potential technical or design solutions. The aim here is to answer a question around feasibility, rather than at delivering a shippable product.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Acceptance Criteria
  - Recommendation

Pairings:



Capabilities
Product, Technology, Data

3. Simple Landing Page

DESIRABILITY **FEASIBILITY** **VIABILITY**

VALIDATION

A simple landing page that presents the product is helpful to test if customers are interested in the value proposition. The landing page should have a call to action (e.g. E-Mail signup). Also it should include the customer pains, the solution and the customer gains.

Cost

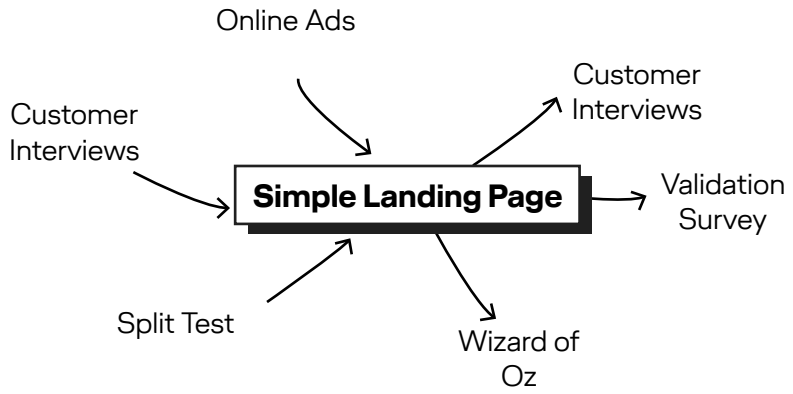
Set-up Time

Time Span

Evidence Strength

Unique Views
Time Spent on Page
Email Signups

Pairings:



Capabilities
Design, Product, Technology

4. Clickable Prototype

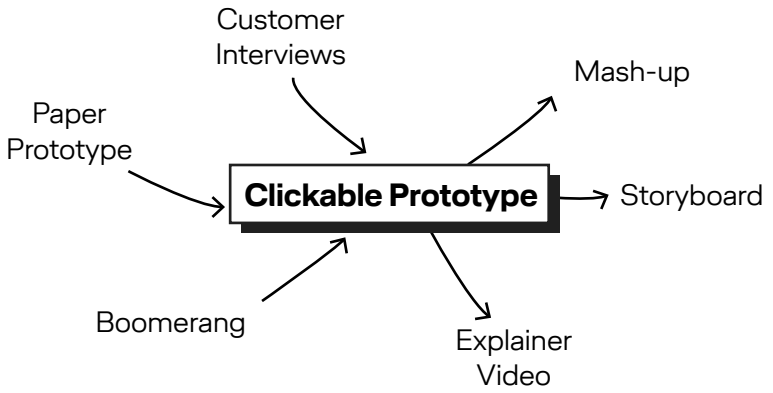
DESIRABILITY **FEASIBILITY** **VIABILITY**

VALIDATION

A clickable prototype simulates a functioning screen interface in order to test the usability with users or customers. It can be observed how the user interacts with the displayed interface. It is cheaper to start out with a clickable prototype before spending money on development costs.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Task completion
  - Customer feedback

Pairings:



Capabilities

Design, Product, Technology, Research

5. Concierge

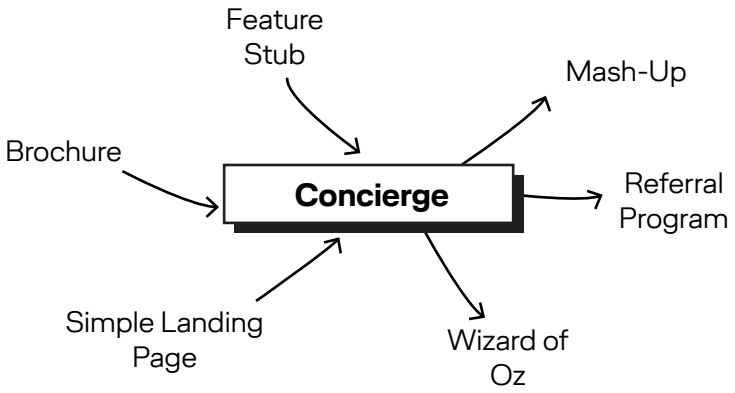
DESIRABILITY **FEASIBILITY** **VIABILITY**

VALIDATION

Creating a customer experience and delivering value manually, with people instead of using technology. Unlike Wizard of Oz, the people involved are obvious to the customer.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Customer Satisfaction
  - # of purchases
  - Time it takes to complete the process

Pairings:



Capabilities

Design, Product, Technology, Legal, Marketing

6. Pop-up Store

DESIRABILITY **FEASIBILITY** **VIABILITY**

VALIDATION

A retail store that is opened temporarily to sell goods, usually a trendy or seasonal product. A pop-up store is ideal for testing face-to-face interactions with customers to see if they'll really make a purchase.

Cost

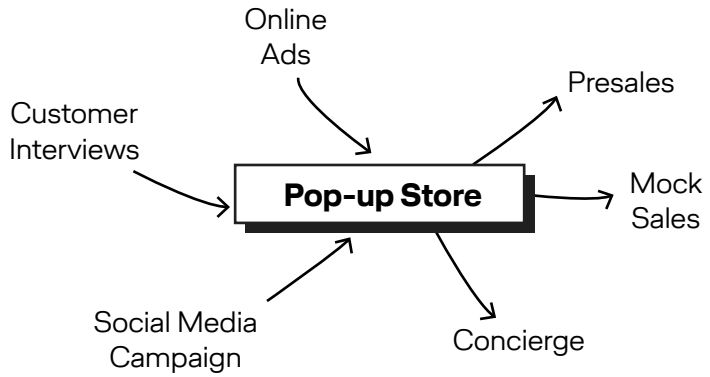
Set-up Time

Time Span

Evidence Strength

# of customer visits
# of email signups
Customer Feedback
# of presales
# of mock sales
# of sales

Pairings:



Capabilities

Product, Design, Legal, Sales, Marketing

7. Split Test

DESIRABILITY FEASIBILITY **VIABILITY**

VALIDATION

Split Test is a method of comparing two versions, option A against option B, and determining which which one performs better. Split Test is ideal for testing different versions of value propositions, prices, and features to see what resonates best with customers.

Cost

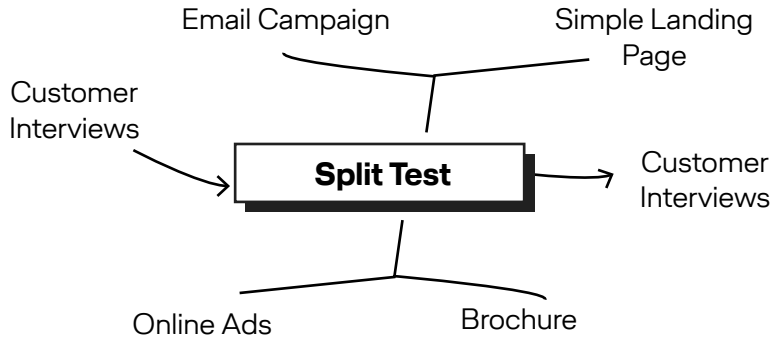
Set-up Time

Time Span

Evidence Strength

Traffic
Control A Conversion Rate
Variant B Conversion Rate

Pairings:



Capabilities
Product, Design, Technology, Data

8. Validation Survey

DESIRABILITY **FEASIBILITY** **VIABILITY**

VALIDATION

A closed-ended questionnaire used in the collection of information from a sample of customers. Examples: Sean Ellis Test: “How disappointed would you be if you could no longer use this product? Very disappointed, somewhat disappointed, or not disappointed?” (Sean Ellis Test); “How likely is it that you would recommend this product to a friend or colleague? 0 (not at all) to 10 (extremely likely)” (NPS).

Cost

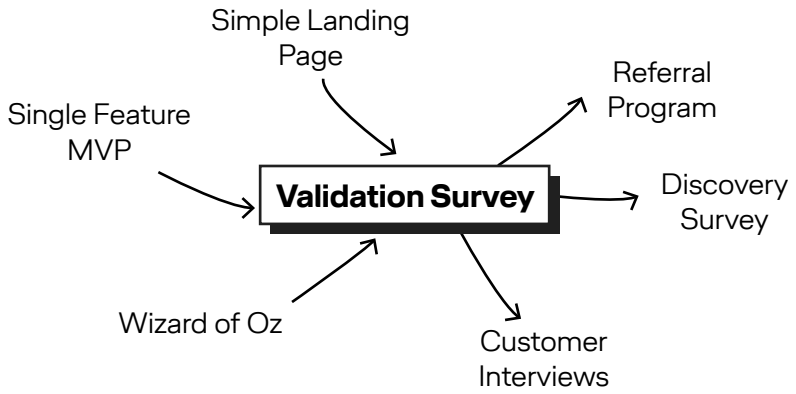
Set-up Time

Time Span

Evidence Strength

% disappointed
% likely to refer
% accuracy when compared to customer profile

Pairings:



Capabilities
Product, Marketing, Research

9. Mock Sale

DESIRABILITY FEASIBILITY **VIABILITY**

VALIDATION

Presenting a sale for your product without processing any payment information. Mock sale is ideal for determining different price points for your product. This can be either done in a physical store or also on a landing page. When customers click on the price option on the website, show a “we’re not ready yet” pop-up with email signup form. By integrating web analytics the conversion rates can be checked.

■■□□□ Cost

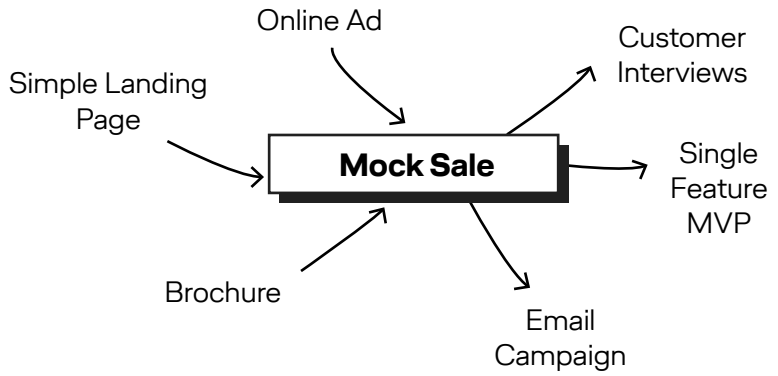
■■□□□ Set-up Time

■■■□□ Time Span

■■■□□ Evidence Strength

# of unique views
# of purchase clicks
# of purchase email signups
# of purchase payment information submitted

Pairings:



Capabilities
Design, Sales, Finance

10. Presale

DESIRABILITY FEASIBILITY **VIABILITY**

VALIDATION

A sale held before an item is made available for purchase. Unlike mock sale, you are processing a financial transaction when it ships. Presale is ideal for gauging market demand at a smaller scale before you launch to the public.

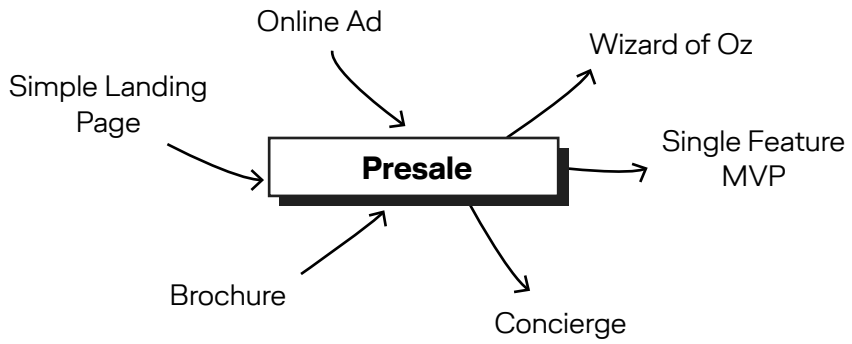
■■■□□ Cost

■■□□□ Set-up Time

■■■□□ Time Span

■■■■■ Evidence Strength
# of unique views
# of purchases
# of abandons

Pairings:



Capabilities
Design, Sales, Finance

11. Wizard of Oz

DESIRABILITY **FEASIBILITY** **VIABILITY**

VALIDATION

Creating a customer experience and delivering value manually, with people instead of solely using technology. The name Wizard of Oz is derived from the movie, where you have a request that is handled by a person. Unlike Concierge, the people involved aren't visible to the customer.

Cost

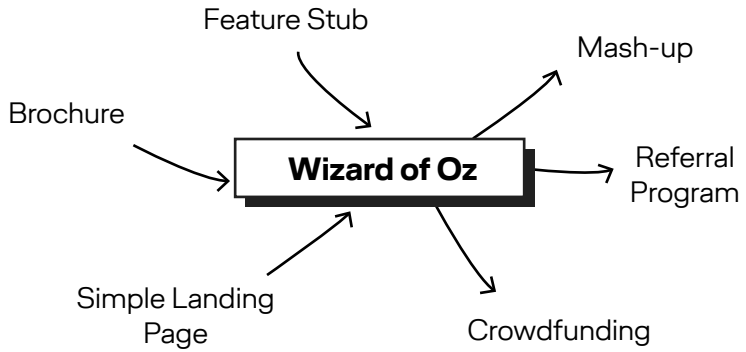
Set-up Time

Time Span

Evidence Strength

Customer satisfaction
# of purchases
Time it takes to complete the process

Pairings:



Capabilities
Design, Product, Technology, Legal, Marketing

12. Single Feature MVP

DESIRABILITY **FEASIBILITY** **VIABILITY**

VALIDATION

A functioning minimum viable product with the single feature needed to test your assumption. Single Feature MVP is ideal for learning if the core promise of the solution resonates with customers.

Cost

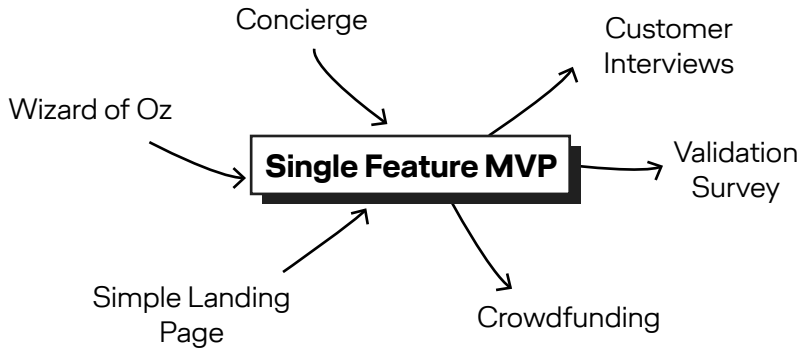
Set-up Time

Time Span

Evidence Strength

Customer Satisfaction
# of purchases
Cost

Pairings:



Capabilities

Design, Product, Technology, Legal, Marketing, Finance

13. Life-Sized Prototype

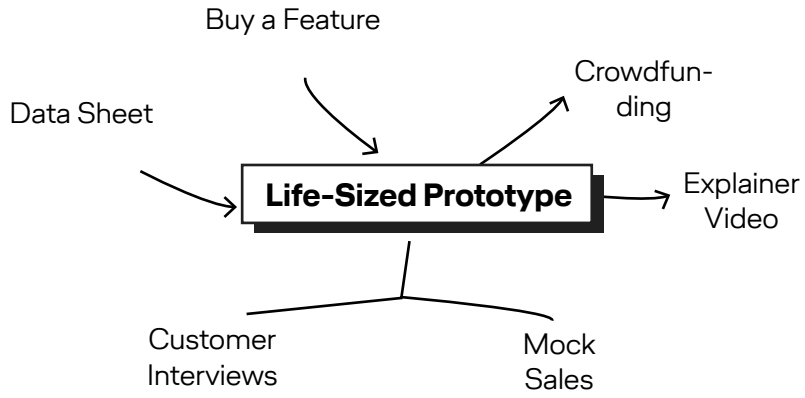
DESIRABILITY **FEASIBILITY** **VIABILITY**

VALIDATION

Life-sized prototypes are ideal for testing higher fidelity solutions with customers at a small sample size, before deciding to scale your solution.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Customer jobs
  - Customer pains
  - Customer gains
  - Customer feedback
  - # of successful mock sales
  - # of email signups

Pairings:



Capabilities
Product, Design

14. Mash-up

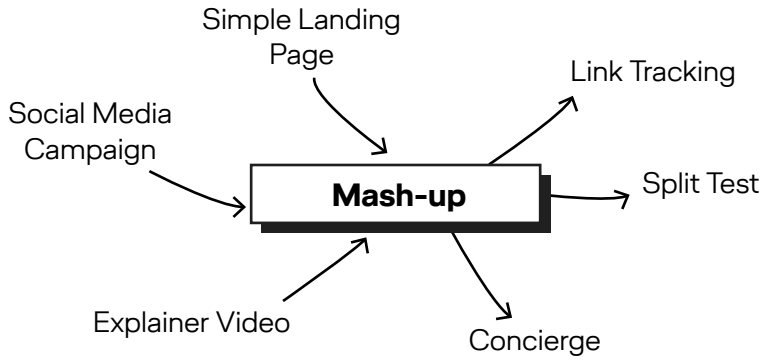
DESIRABILITY **FEASIBILITY** **VIABILITY**

VALIDATION

Mash-up is a functioning minimum viable product that consists of combining multiple existing services to deliver value. You need to piece together multiple existing technological components to deliver an overall solution. Mash-Up is ideal for learning if the solution resonates with customers.

- Cost
- Set-up Time
- Time Span
- Evidence Strength
  - Customer Satisfaction
  - # of purchases
  - Cost

Pairings:



Capabilities

Product, Design, Technology, Legal, Marketing, Finance

15. Crowdfunding

DESIRABILITY FEASIBILITY **VIABILITY**

VALIDATION

Funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet. Crowdfunding is ideal for funding your new business venture with customers who believe in your Value Proposition.

■■■■■ Cost

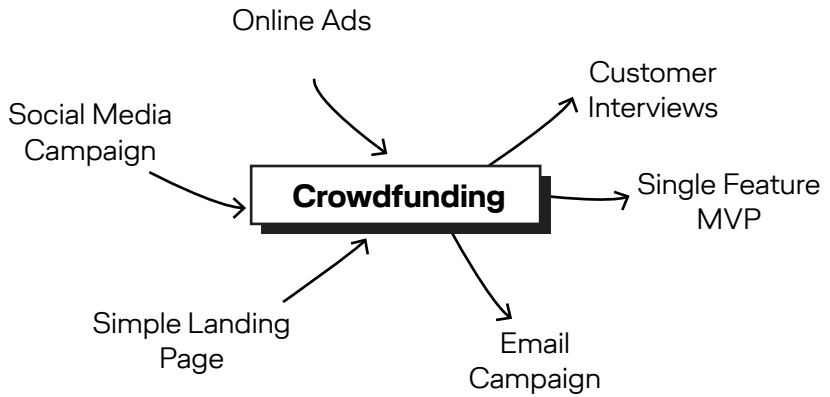
■■■■□ Set-up Time

■■■■□ Time Span

■■□□□ Evidence Strength

Referrers
# of unique views
# of comments
# of social media shares
# of pledges
Pledge amount

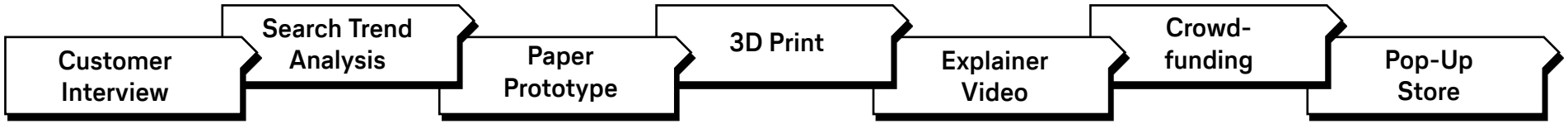
Pairings:



Capabilities
Product, Design, Marketing, Finance

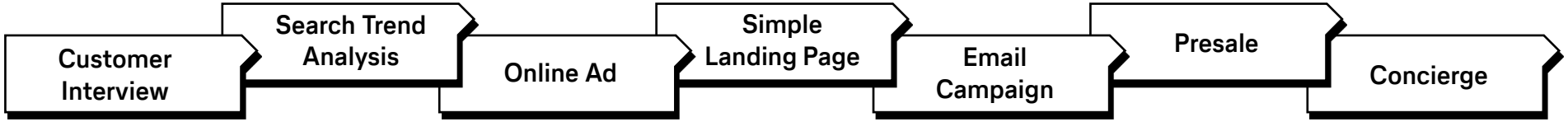
Experiment running order B2C

B2C Hardware Sequence

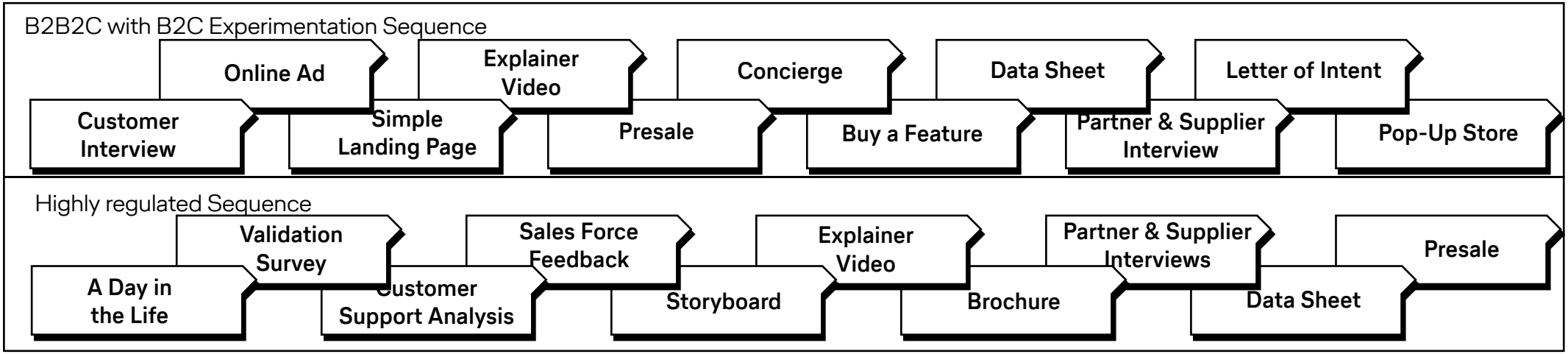


B2C Software Sequence

B2C Services Sequence

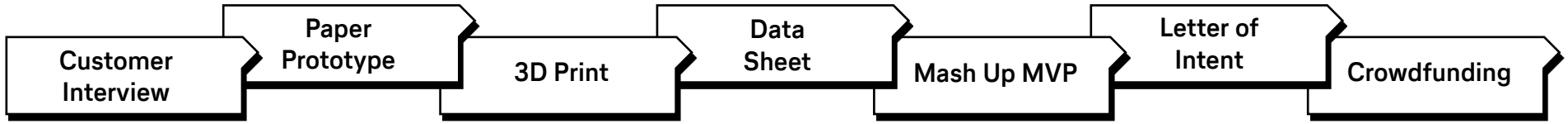


Experiment running order
B2C, B2B2C, Highly regulated

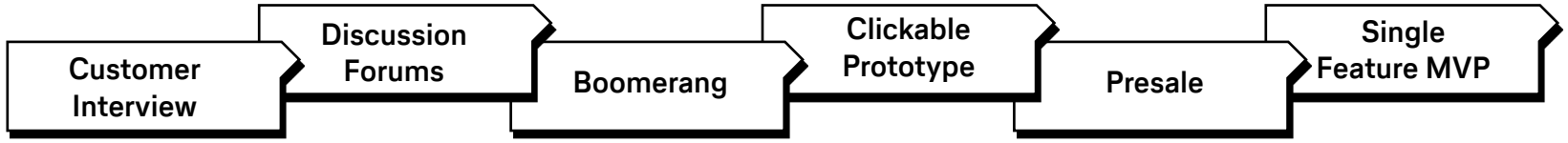


Experiment running order B2B

B2B Hardware Sequence



B2B Software Sequence



B2B Services Sequence