



Experiment Planner

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



Experiments Hypothesis Canvas

Assumption We believe that...	Experiment	(Experiment) Hypothesis If we... Then...	Result Validated if..



Experiment Name

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

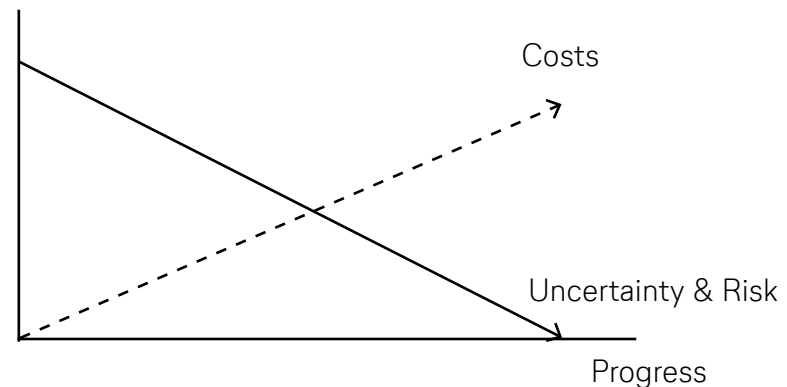
Level of uncertainty: How much evidence do you already have (for a specific hypothesis)? The less you know, the less you should waste time, energy, and money. Quick and cheap experiments are most appropriate for that goal. The more you know, the stronger the evidence should become, which is usually achieved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

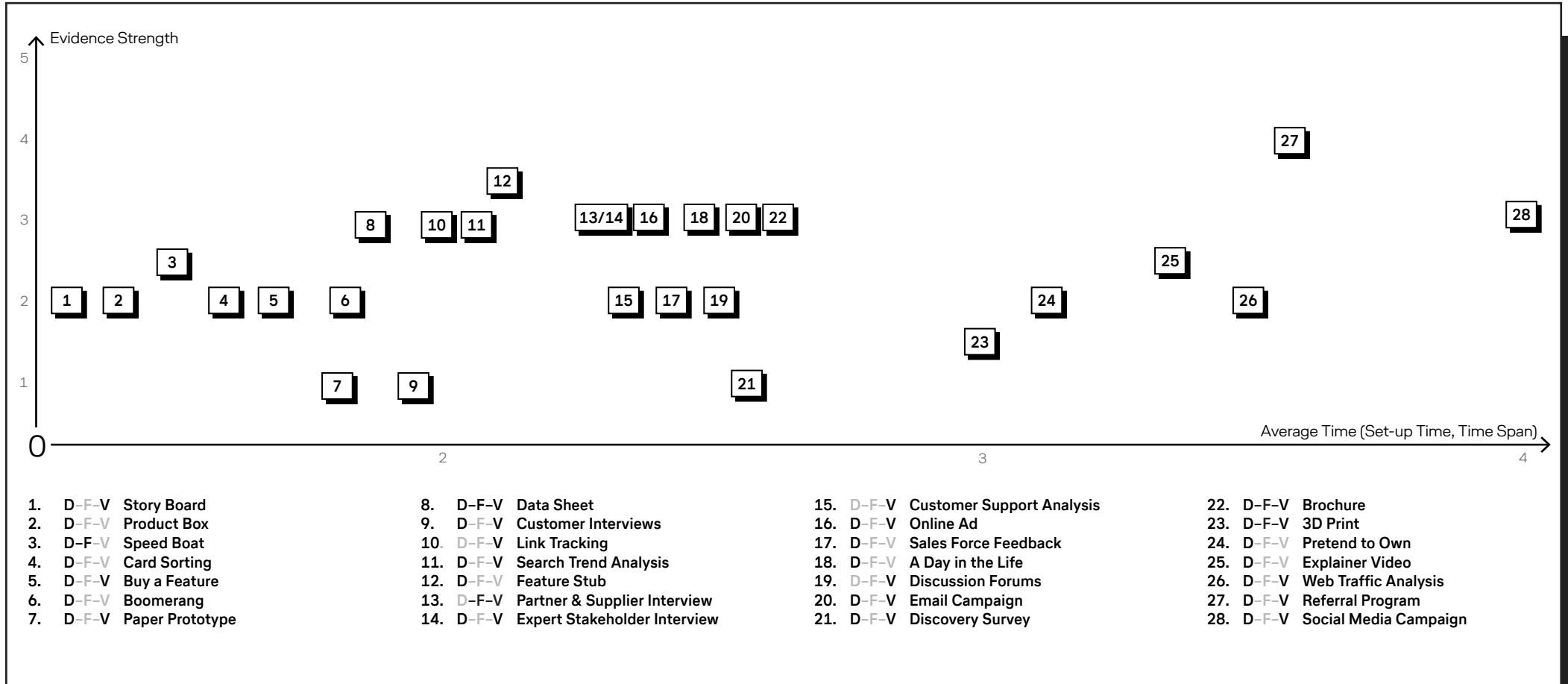
- 3D Print
- Paper Prototype
- Storyboard
- Data Sheet
- Brochure
- Explainer Video
- Boomerang
- Pretend to Own

Preferences & Prioritization Discovery

- Product Box
- Speed Boat
- Card Sorting
- Buy a Feature



Discovery Experiments





1. Story Board

DESIRABILITY

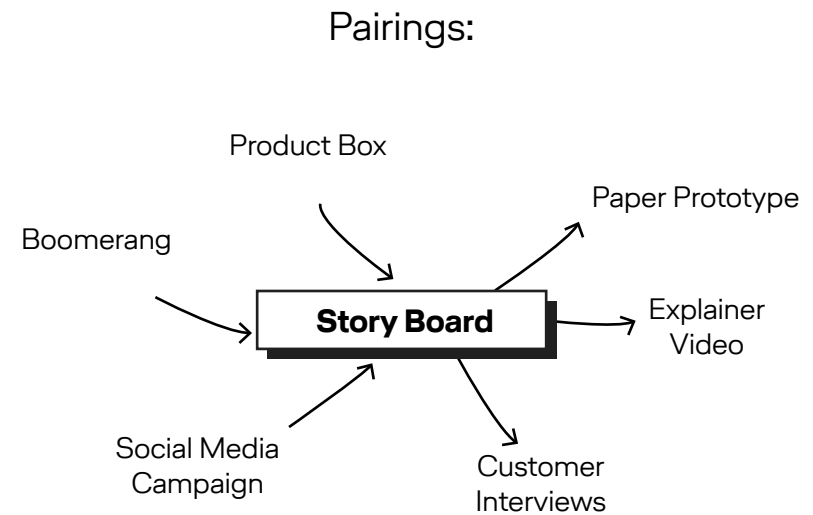
FEASIBILITY

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



Capabilities
Design, Research



2. Product Box

DESIRABILITY

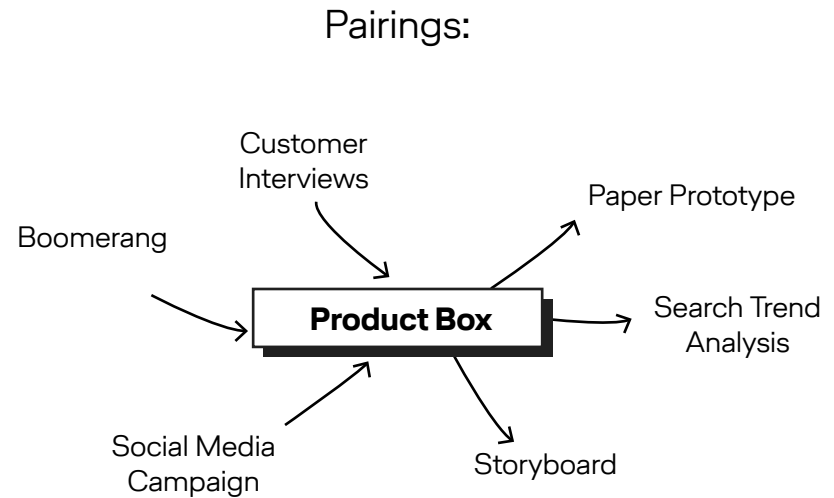
FEASIBILITY

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



Capabilities
Design, Product, Research



3. Speed Boat

DESIRABILITY

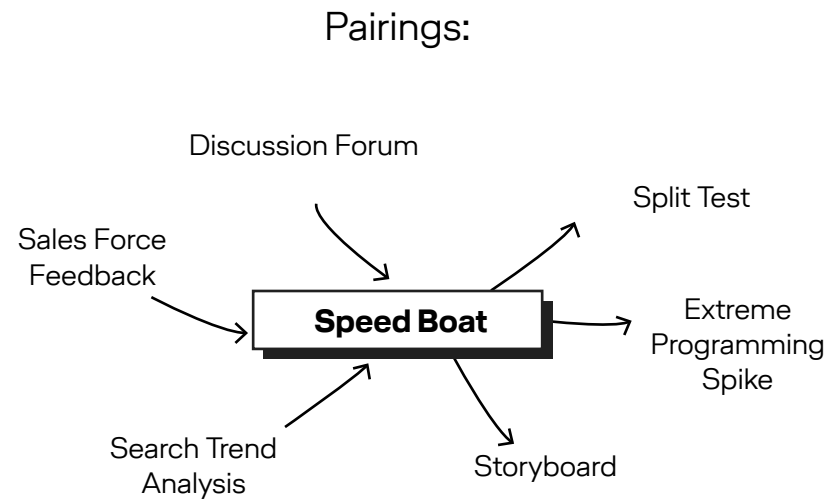
FEASIBILITY

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



Capabilities
Design, Product, Technology



4. Card Sorting

DESIRABILITY

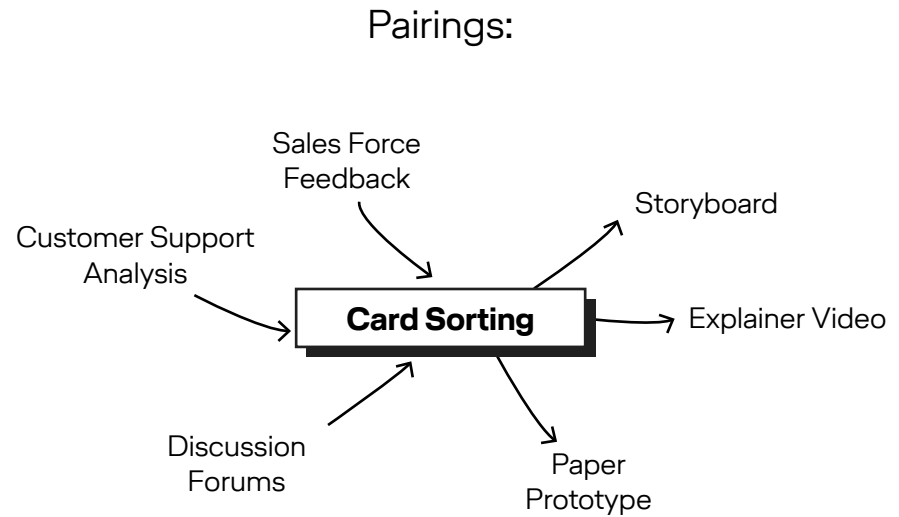
FEASIBILITY

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



Capabilities
Marketing, Research



5. Buy a Feature

DESIRABILITY

FEASIBILITY

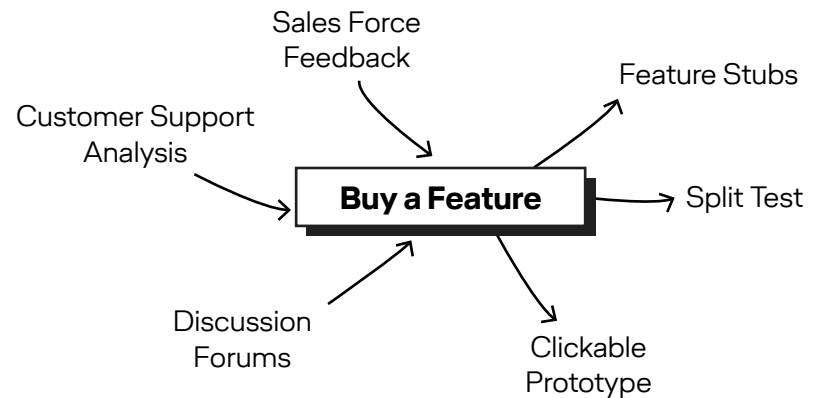
VIABILITY

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

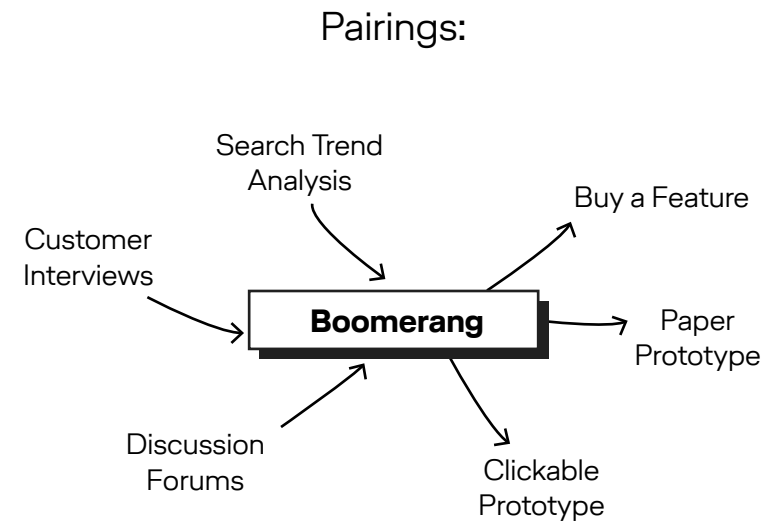
FEASIBILITY

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



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 prototypes.

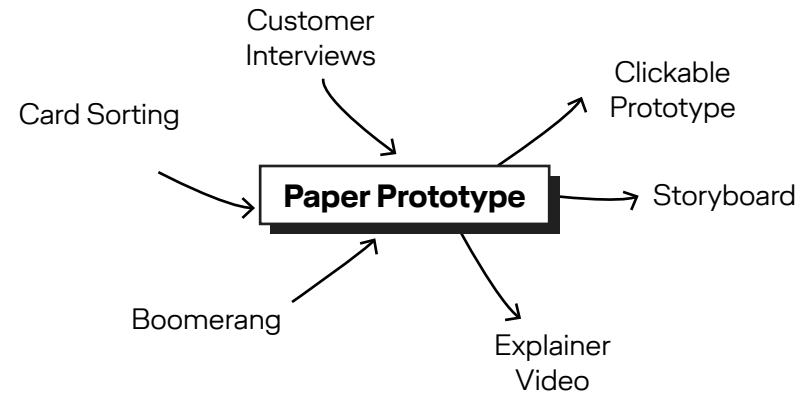
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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.

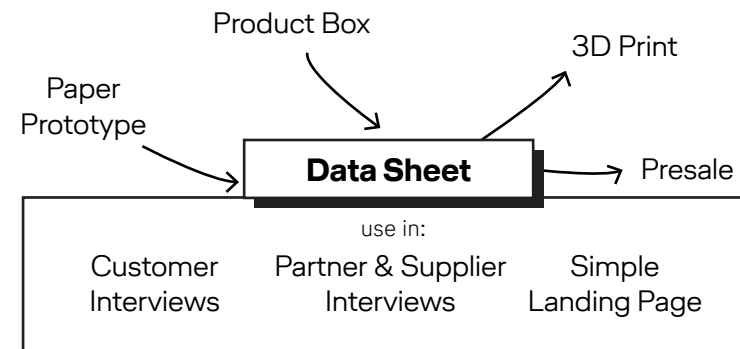
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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

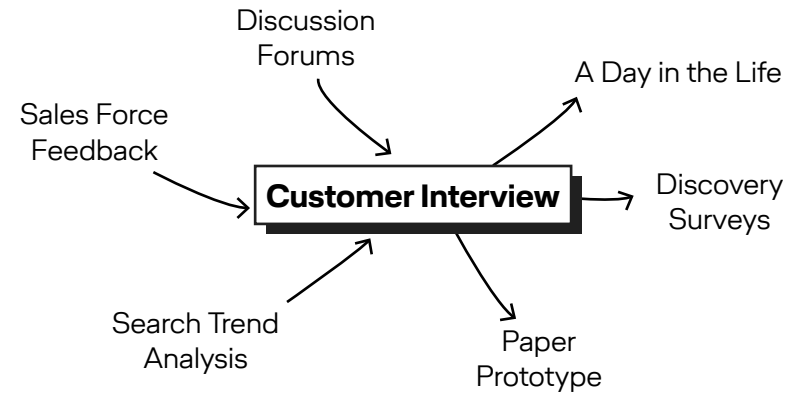
■ ■ ■ ■ ■ Set-up Time

■ ■ ■ ■ ■ Time Span

■ ■ ■ ■ ■ Evidence Strength

- Customer Jobs
- Customer Pains
- Customer Gains
- Interview Referrals

Pairings:



Capabilities
Research



10. Link Tracking

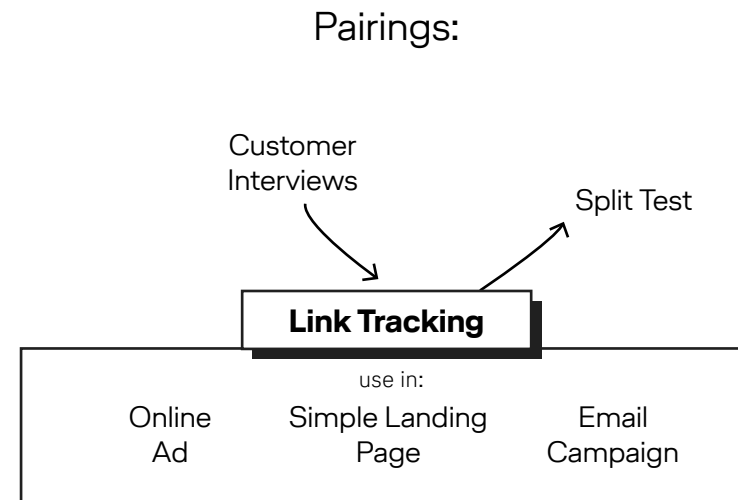
DESIRABILITY

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 proposition needs to be understood by the customer. Also, the customer behavior on the destination page can be insightful.



Capabilities
Technology, Data



11. Search Trend Analysis

DESIRABILITY

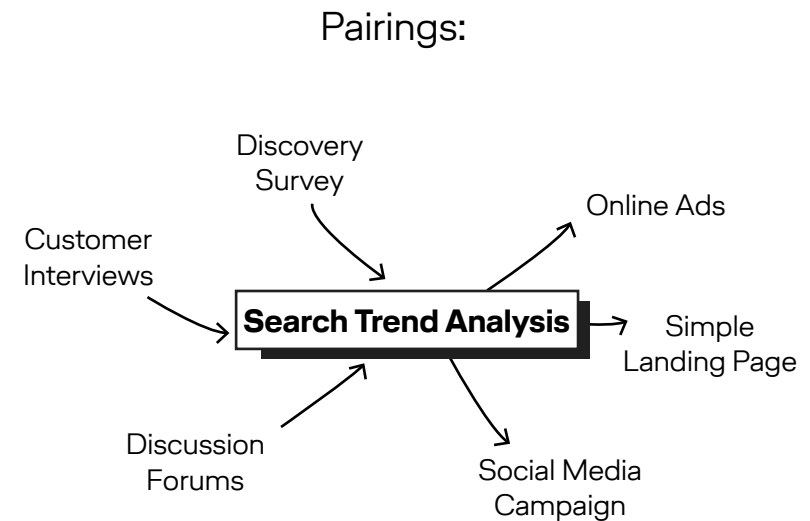
FEASIBILITY

VIABILITY

DISCOVERY

Search Trend Analysis looks at the top trending search phrases related to the respective topic to identify relevant problems to solve. There are 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



Capabilities
Marketing, Research, Data



12. Feature Stub

DESIRABILITY

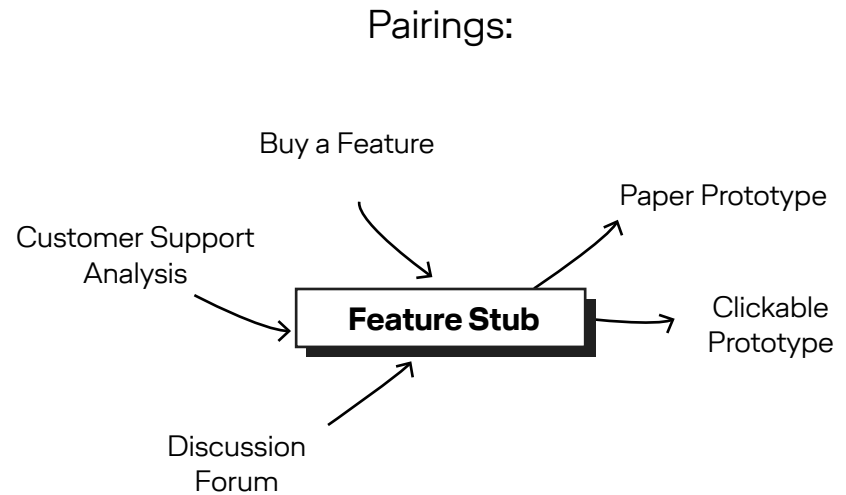
FEASIBILITY

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



Capabilities
Product, Design, Technology

LH 13. Partner & Supplier Interview

DESIRABILITY

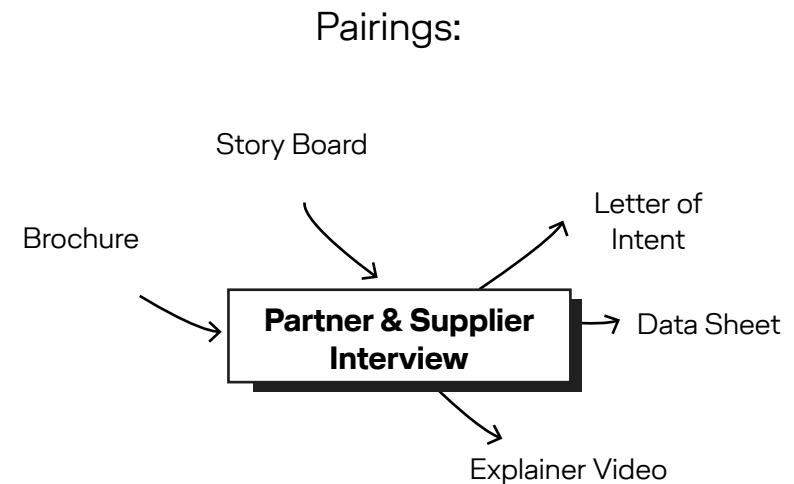
FEASIBILITY

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



Capabilities
Research

14. Expert Stakeholder Interview

DESIRABILITY

FEASIBILITY

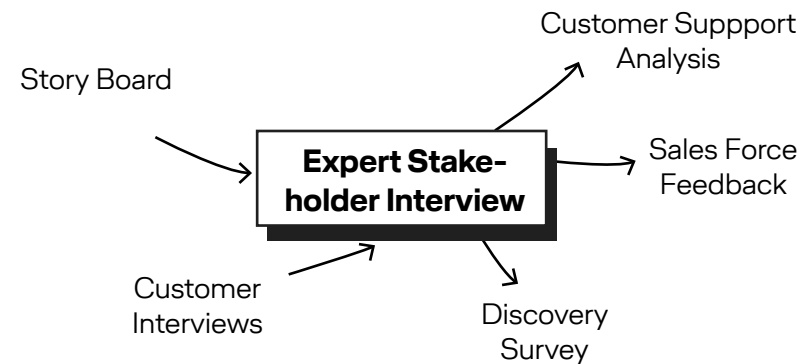
VIABILITY

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

LH 15. Customer Support Analysis

DESIRABILITY

FEASIBILITY

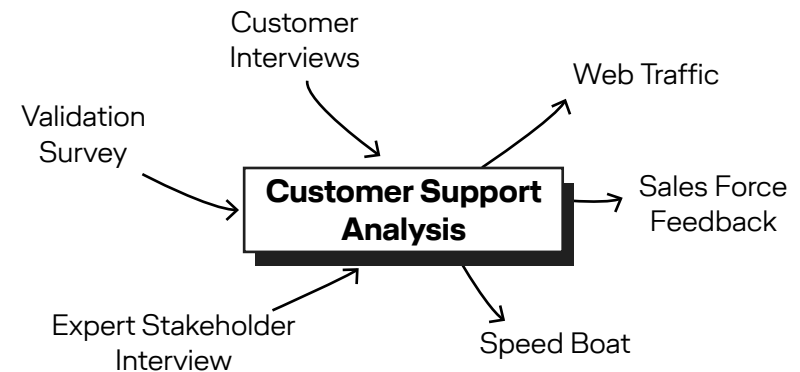
VIABILITY

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

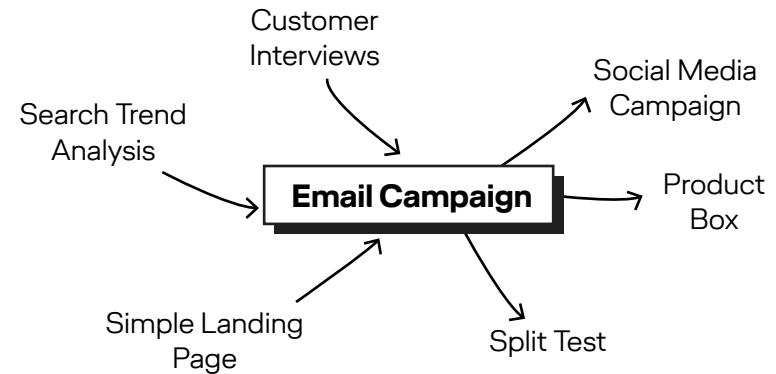
■ ■ ■ ■ ■ Set-up Time

■ ■ ■ ■ ■ 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.

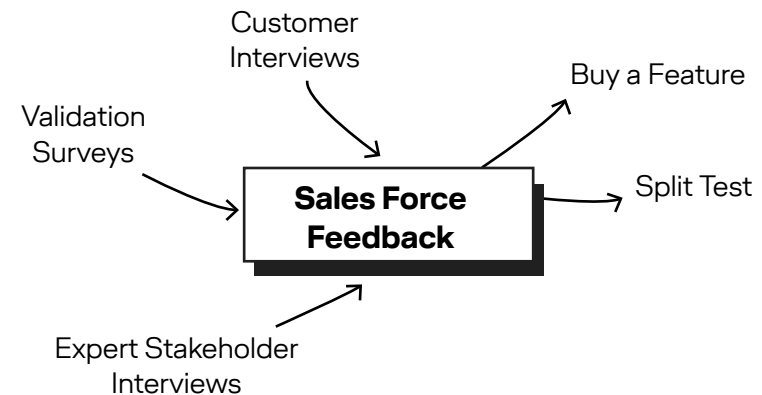
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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

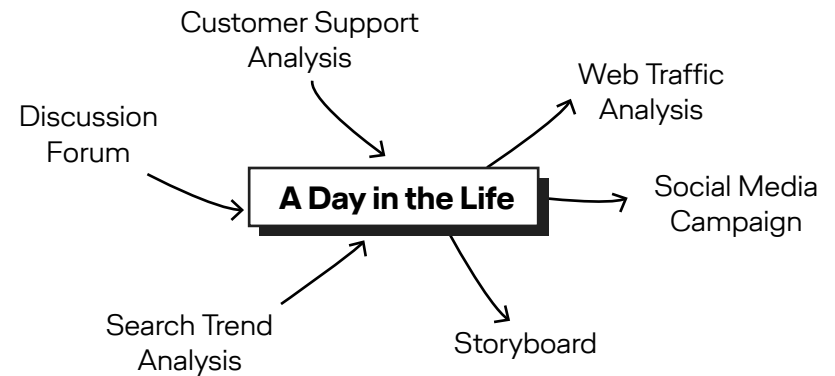
■ ■ ■ ■ ■ Set-up Time

■ ■ ■ ■ ■ 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.

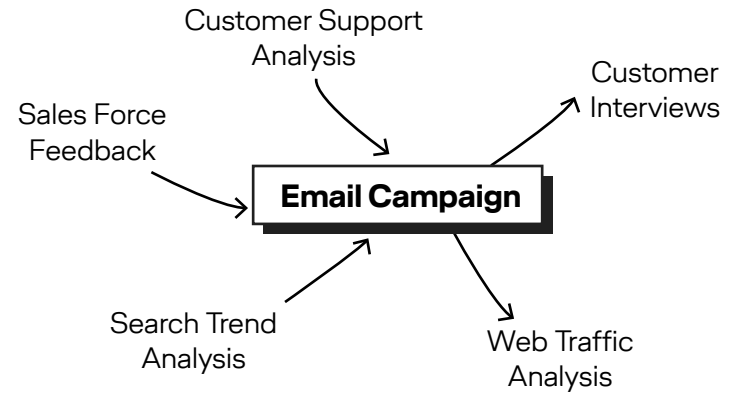
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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

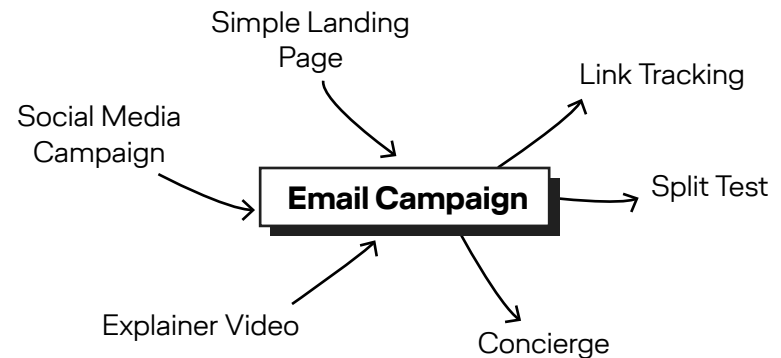
■ ■ ■ ■ ■ Set-up Time

■ ■ ■ ■ ■ Time Span

■ ■ ■ ■ ■ Evidence Strength

- Open rate
- Click rate
- Bounces
- Unsubscribes

Pairings:



Capabilities
Product, Design, Marketing



21. Discovery Survey

DESIRABILITY

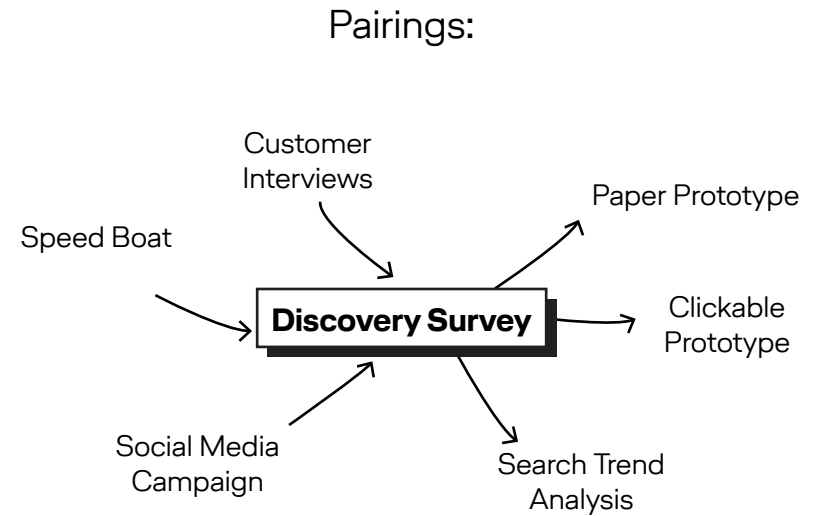
FEASIBILITY

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



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.

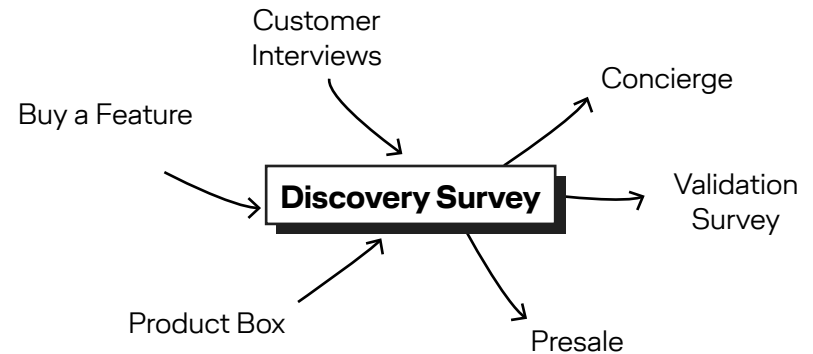
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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

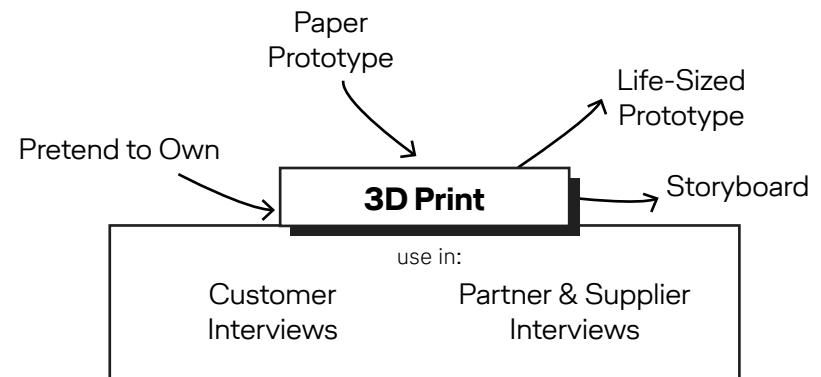
■ ■ ■ ■ ■ Set-up Time

■ ■ ■ ■ ■ Time Span

■ □ ■ ■ ■ Evidence Strength

- Customer Jobs
- Customer Pains
- Customer Gains
- Customer Quotes

Pairings:



Capabilities

Design, Technology



24. Pretend to Own

DESIRABILITY

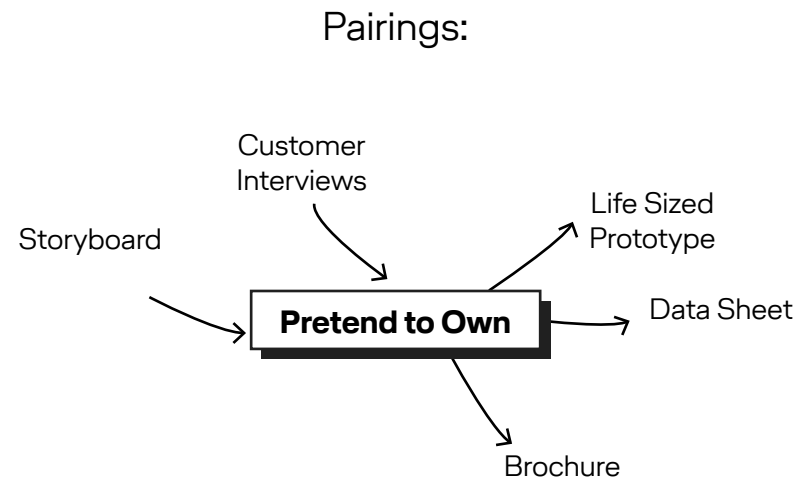
FEASIBILITY

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



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

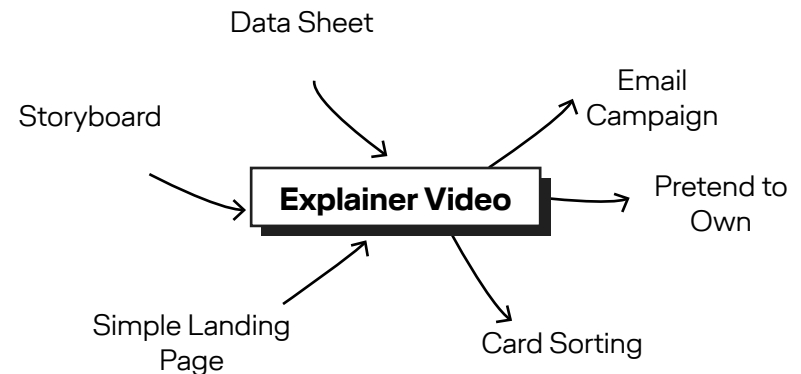
■ ■ ■ ■ ■ Set-up Time

■ ■ ■ ■ ■ 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 website. The collected data can reveal customer behavior patterns and show where the flow can be improved to engage and retain customers.

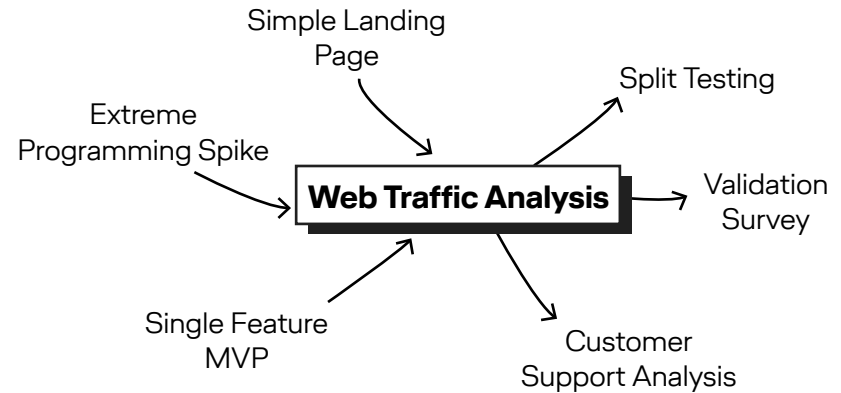
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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

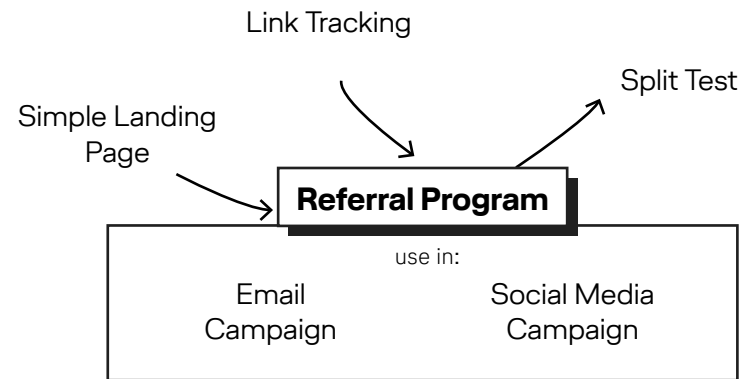
■ ■ ■ ■ ■ Set-up Time

■ ■ ■ ■ ■ 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

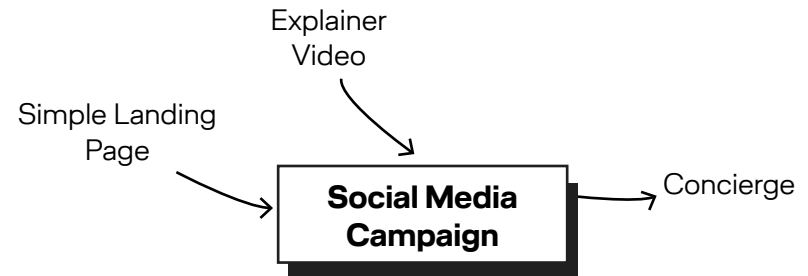
■ ■ ■ ■ ■ Set-up Time

■ ■ ■ ■ ■ 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

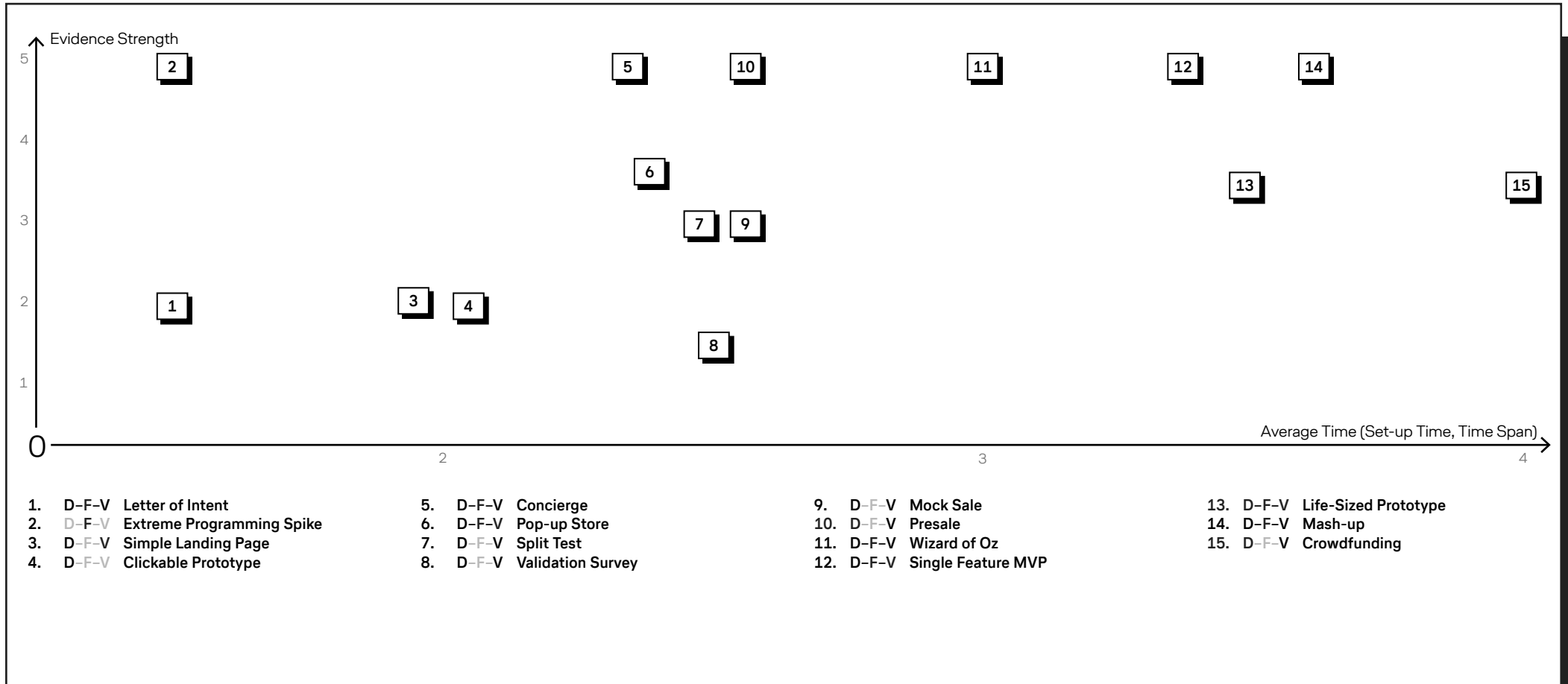
Letter of Intent

Pop-up Store

Extreme Programming Spike



Validation Experiments





1. Letter of Intent

DESIRABILITY

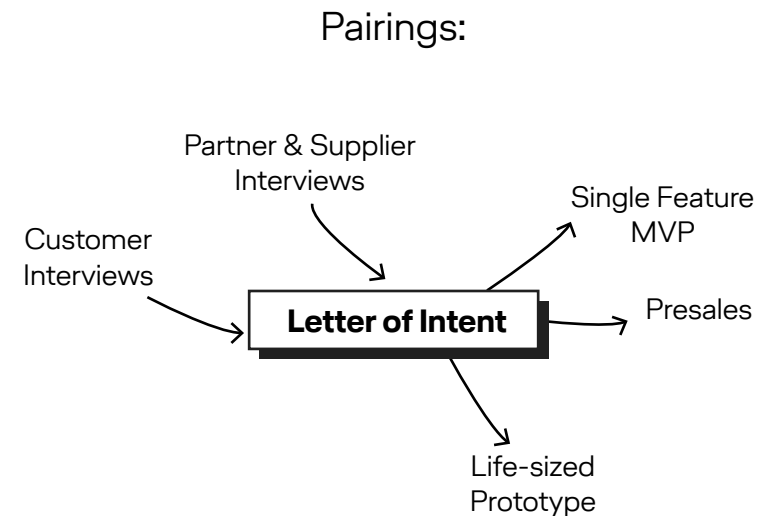
FEASIBILITY

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



Capabilities
Product, Technology, Legal, Finance

LH 2. Extreme Programming Spike

DESIRABILITY

FEASIBILITY

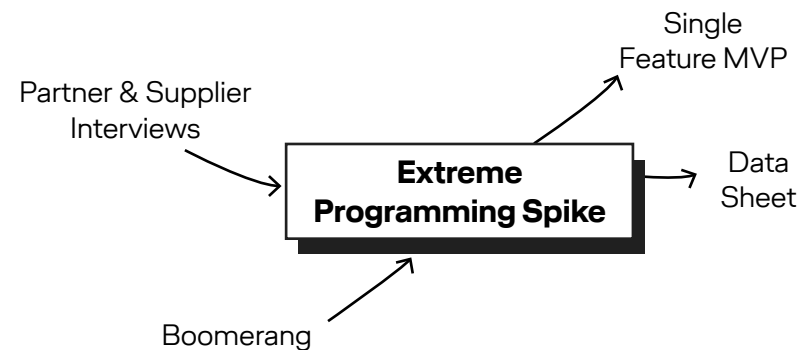
VIABILITY

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

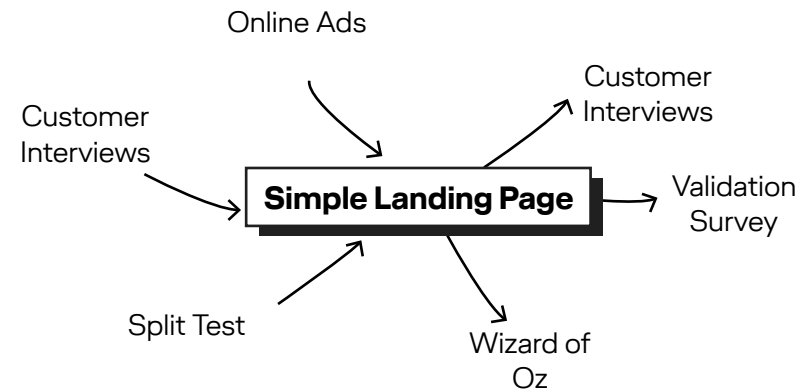
■ ■ ■ ■ ■ Set-up Time

■ ■ ■ ■ ■ Time Span

■ ■ ■ ■ ■ Evidence Strength

Unique Views
Time Spent on Page
Email Signups

Pairings:



Capabilities

Design, Product, Technology



4. Clickable Prototype

DESIRABILITY

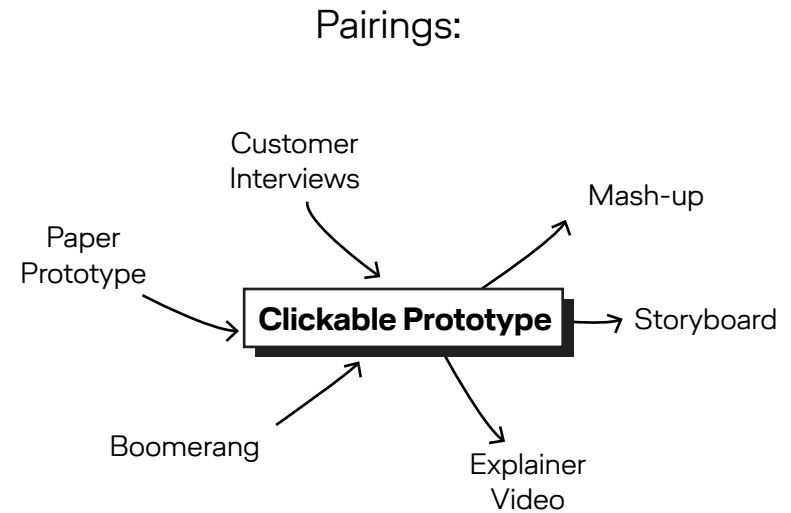
FEASIBILITY

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



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.

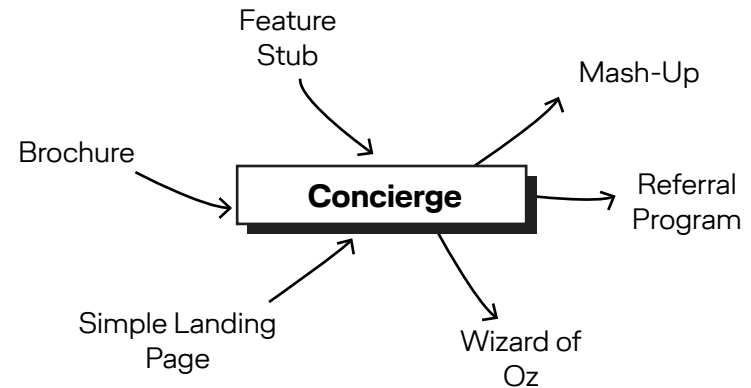
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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

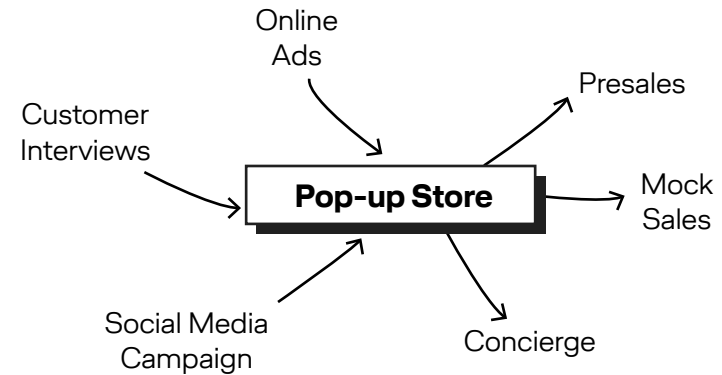
■ ■ ■ ■ ■ Set-up Time

■ ■ ■ ■ ■ 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 one performs better. Split Test is ideal for testing different versions of value propositions, prices, and features to see what resonates best with customers.

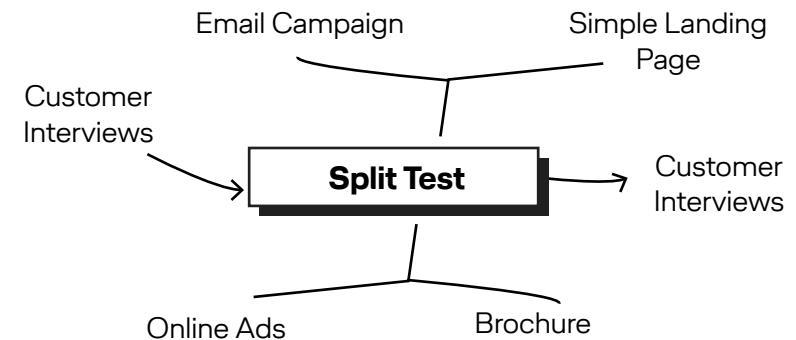
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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).

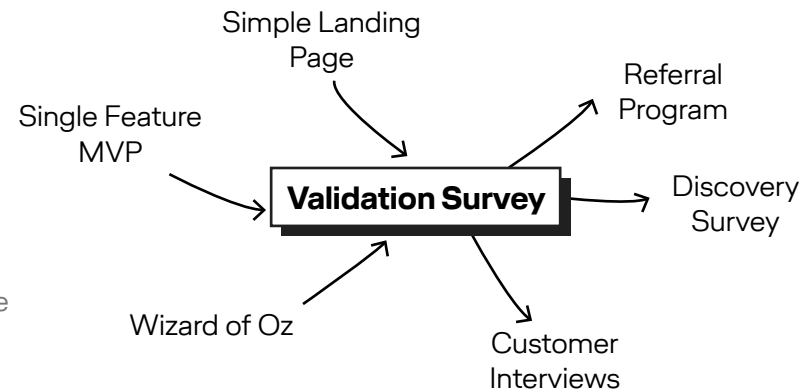
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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.

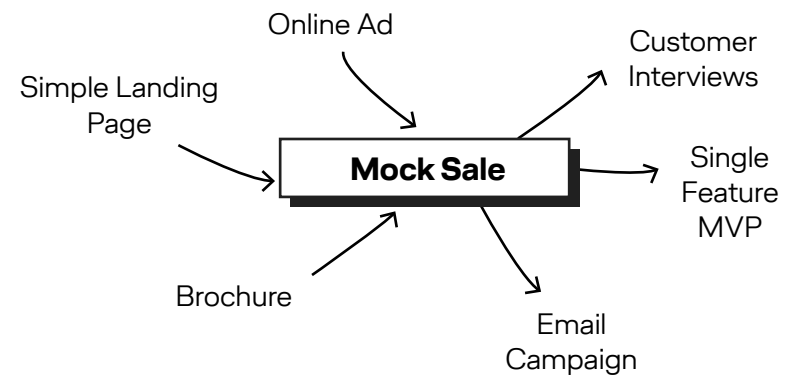
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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.

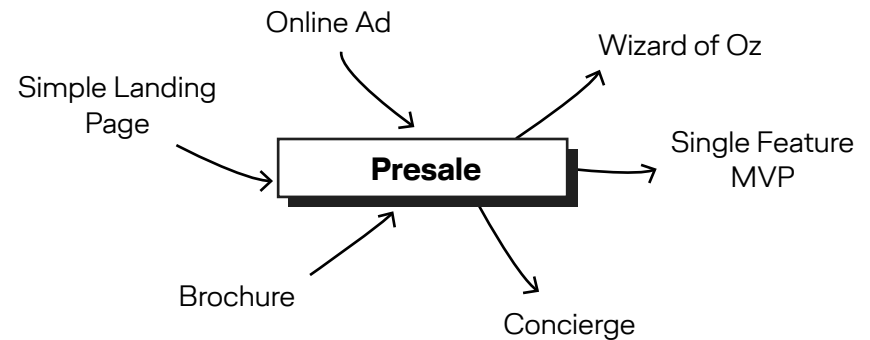
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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.

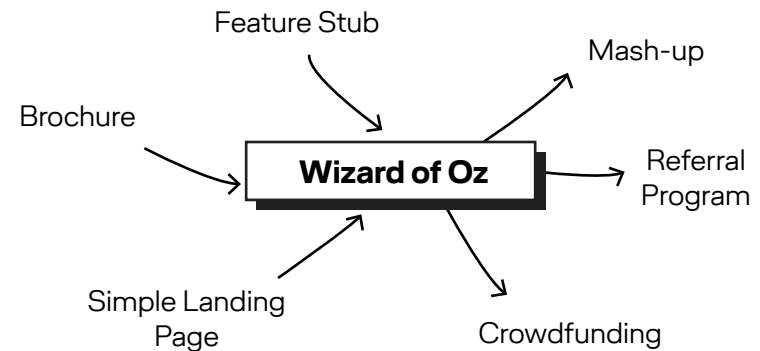
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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.

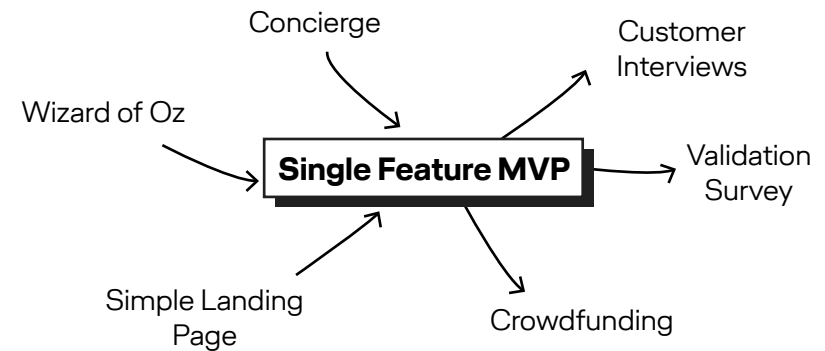
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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

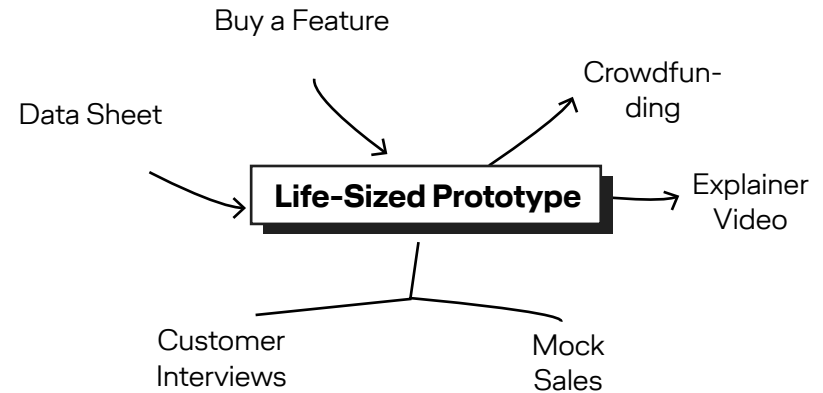
■■■■■ Set-up Time

■■■■■ 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.

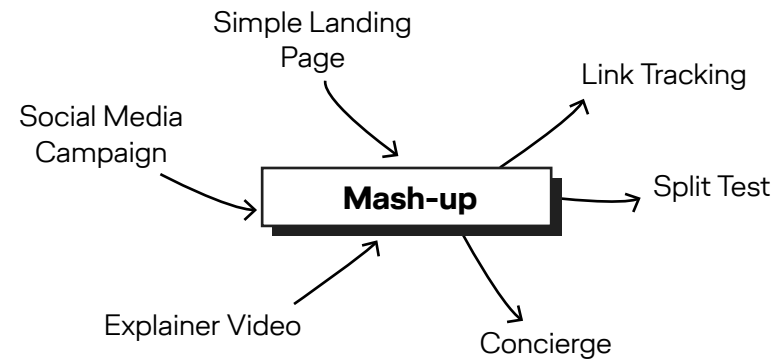
■ ■ ■ ■ ■ Cost

■ ■ ■ ■ ■ 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

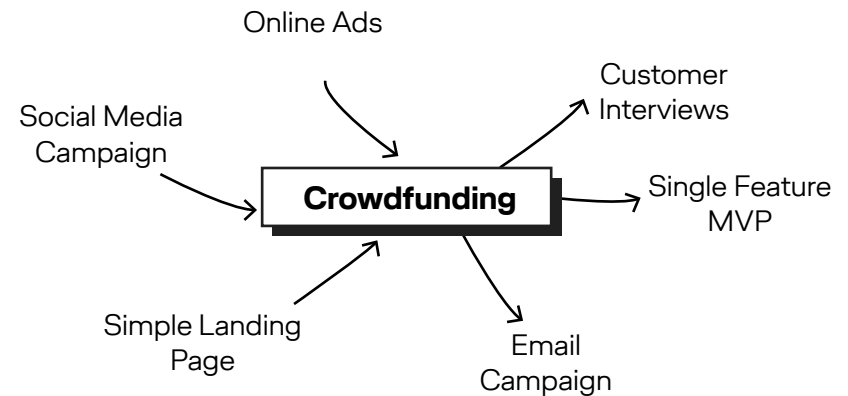
■■■■■ Set-up Time

■■■■■ Time Span

■■■■ Evidence Strength

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

Pairings:



Capabilities

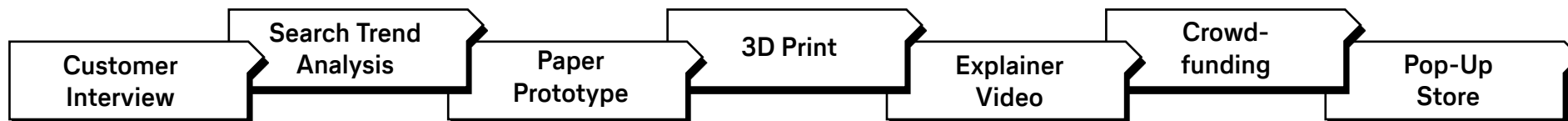
Product, Design, Marketing, Finance



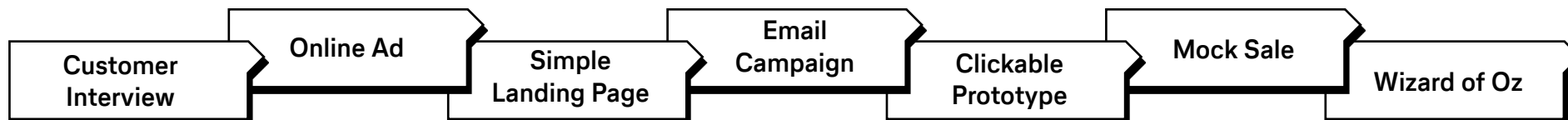
Experiment running order

B2C

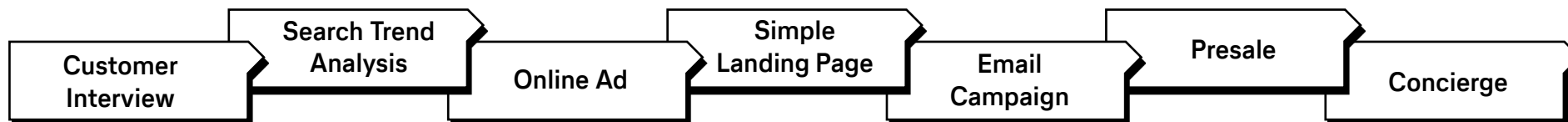
B2C Hardware Sequence



B2C Software Sequence

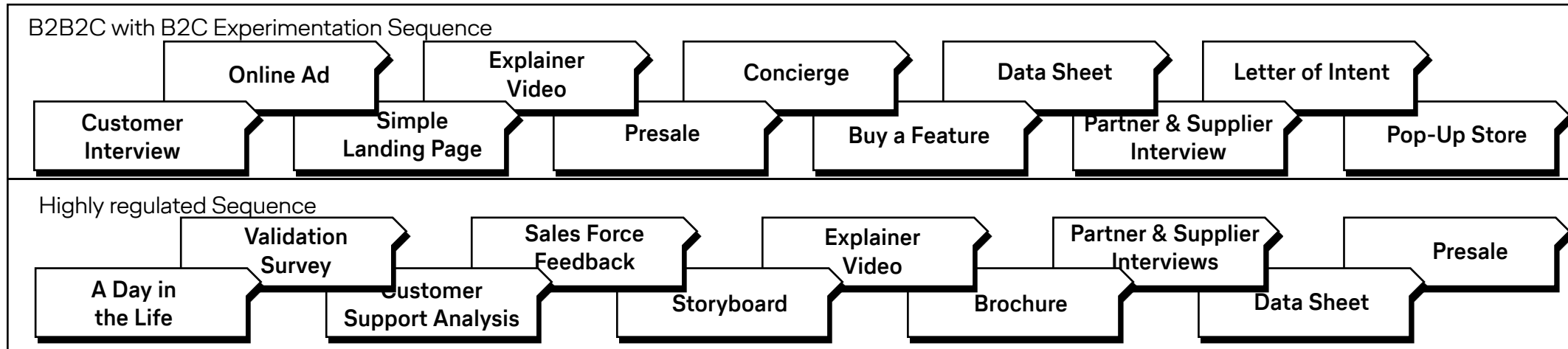


B2C Services Sequence



LH Experiment running order

B2C, B2B2C, Highly regulated

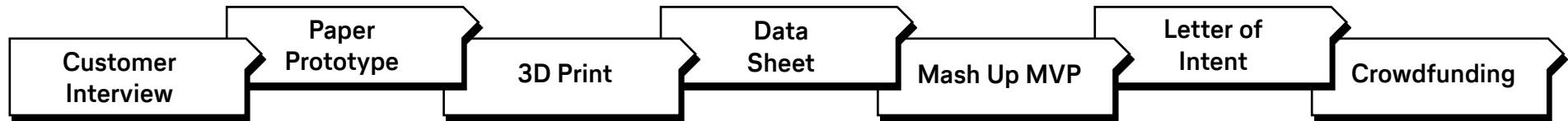




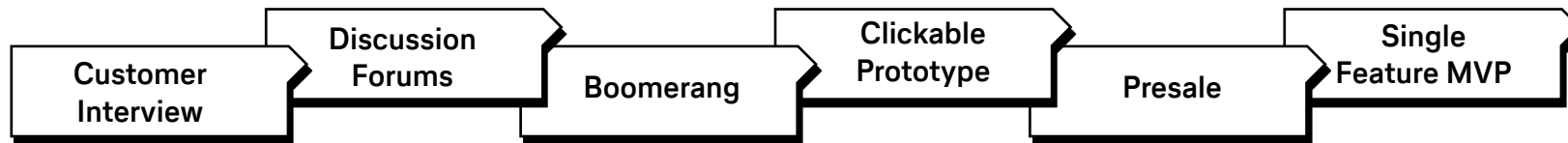
Experiment running order

B2B

B2B Hardware Sequence



B2B Software Sequence



B2B Services Sequence

