

EXPERIMENTS GALLERY

EXPERIMENT



WIZARD OF OZ

The Wizard of Oz is an experiment where a service is delivered manually without the customers knowledge. By simulating an automated process, you can quickly test a complete service before building the automated process itself. This allows you to quickly gain actual customer insights. Based on these, you can easily iterate and adjust at low costs, avoiding to build an entire machine.

TARGET AUDIENCE: B2B B2C B2BC

TEST: PROBLEM-SOLUTION-~~SOLUTION-FEATURES~~- BIZ MODEL-PRICING

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SMOKE TEST

Smoke testing allows you to quantitatively measure whether there or not is any serious demand for our value proposition. This can be done with emails or a landing page that states your value proposition, asking the user to commit some form of value (for instance, a front payment) to sign up. Based on the % of users who offer the value, you get a rough signal from the market if the value proposition has enough demand to build a minimal solution or if you need to pivot.

TARGET AUDIENCE: B2B B2C B2BC

TEST: PROBLEM-SOLUTION-~~SOLUTION-FEATURES~~- BIZ MODEL-PRICING

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PRE-SALES

Here, you test your value proposition and solution by offering it to potential customers. This can be done by either pitching it in person, thereby gathering feedback regarding pain points, your solution and their willingness to pay. Another option is to offer pre-orders and accept payments for the promise to deliver the value proposition at a later date, e.g. through a pre-order process on a landing page or through crowdfunding platforms. This requires a strong commitment because you are collecting money for a not yet existing offering that you need to be able to deliver on.

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SINGLE FEATURE MVP

Avoid unclear conclusions by testing a single-feature Minimum Viable Product (MVP). Some of the most successful concepts started out with a single, simple feature think at Google or Dropbox. A single feature MVP focuses on one aspect of a larger concept. Why doing so? To have the statistical guarantee that it's that specific feature being validated (and not other secondary components of the product or service).

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PIECEMEAL MVP

The Piecemeal MVP means putting together a functioning demo by using tools and services that already exist to deliver the experience instead of building everything yourself. So, instead of investing time and money to build your solution from the ground up you can use bits and pieces from different sources to develop your offering.

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ONLINE AD CAMPAIGN

With Online Ad Campaigns you use advertising services such as Google, Facebook and LinkedIn to test your offering with specific target customers. This allows you to validate your market. They can also be used to identify the most appealing aspects based on clickthrough-rates and conversions, as well as to verify your assumptions regarding your segmented target customers.

TARGET AUDIENCE: B2B B2C B2BC

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PICNIC IN THE GRAVEYARD

This approach is about generating ideas by gathering information on what has been tried and especially why it failed. It involves secondary research as well as contacting the people behind the unsuccessful ideas in order to find out the true story. The goal is to avoid previously committed errors.

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LETTER OF INTENT

The Letter of Intent is used to validate your assumptions about your product by asking customers to commit to purchasing your value proposition. Customers are asked to sign this non-binding letter which requires a stronger commitment by them and is thereby more valuable than a verbal promise. This test is specially useful for B2B business models.

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LANDING PAGE

You can create a landing page to test the traction or early demand for your offering and measure customer interest. The website can be set up as a stand-alone page or social media page that displays your value proposition and aims to quantify demand by potential customers. For that purpose, you should include a call to action, like sending a message, a fake checkout process, or a subscription to a newsletter. This experiment could be displayed as a "Coming Soon" page, where you explain your value proposition, asking potential customers to engage with you for more news, pre-orders, etc.

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EXPLAINER VIDEOS

Explainer videos are used to show how your solution works, testing excitement, and virality for an early adopter audience.

The video should create the illusion that the offering is real, allowing to receive feedback from viewers (online or not). It is also a good way to explain your solution to your potential audience in a more scalable way, verifying your target customer hypotheses.

TARGET AUDIENCE: B2B B2C B2BC

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FLYER

Flyers are effectively product/service descriptions or value propositions printed for distribution, used to communicate the product vision. This also works for products that do not yet exist and helps to measure customer reaction. Flyers also allow to test different slogans and value propositions for your solution.

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APP MOCKUP

A Wireframe (or Mockup) is a static prototype of an app or a digital service. It is a limited simulation of your solution idea that the customer can interact with. This allows you to test the usability, identify potential problems that you may have not perceived and reveal elements that are not intuitive to your users.

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CUSTOMER INTERVIEW

Interviews are good for problem or solution fit phases and give qualitative customer insights. Use customer interviews to find out if you are addressing a real need and solving a real problem. Alternatively, use these one-on-one interactions to gain insights into if your solution actually resonates with your customers. Prepare your interview script before!

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CONCIERGE

The concierge test is an experiment where a service is delivered to the customers with the customers knowledge - similar to a hotel concierge who focuses on highly customized customer facing service. While manually delivering the value proposition to your customers you will learn about the appealing of your solution, the features demanded, as well as the pricing or other business model elements. This saves resources when building the final automated product.

TARGET AUDIENCE: B2B B2C B2BC

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COMPREHENSION TEST

Comprehension tests are simple to run and can usually take less than an hour. The aim is to test if at least 80% of your customers display a positive conversion in understanding your message. Sample sizes of your test should generally be around 20 people and don't need to be target customers: you are testing the understanding of your value proposition, not whether they are interested in it.

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A/B TESTING

A/B Testing is a well-known method to compare two or multiple versions of a website and test which version or features work best. You can use it to improve your solution, test its features, identify the most important aspects of the offering, test pricing schemes, as well as other elements of your business model. This is applicable to most tests such as flyers, landing pages, and explainer videos.

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