

# VALIDATE YOUR IDEAS

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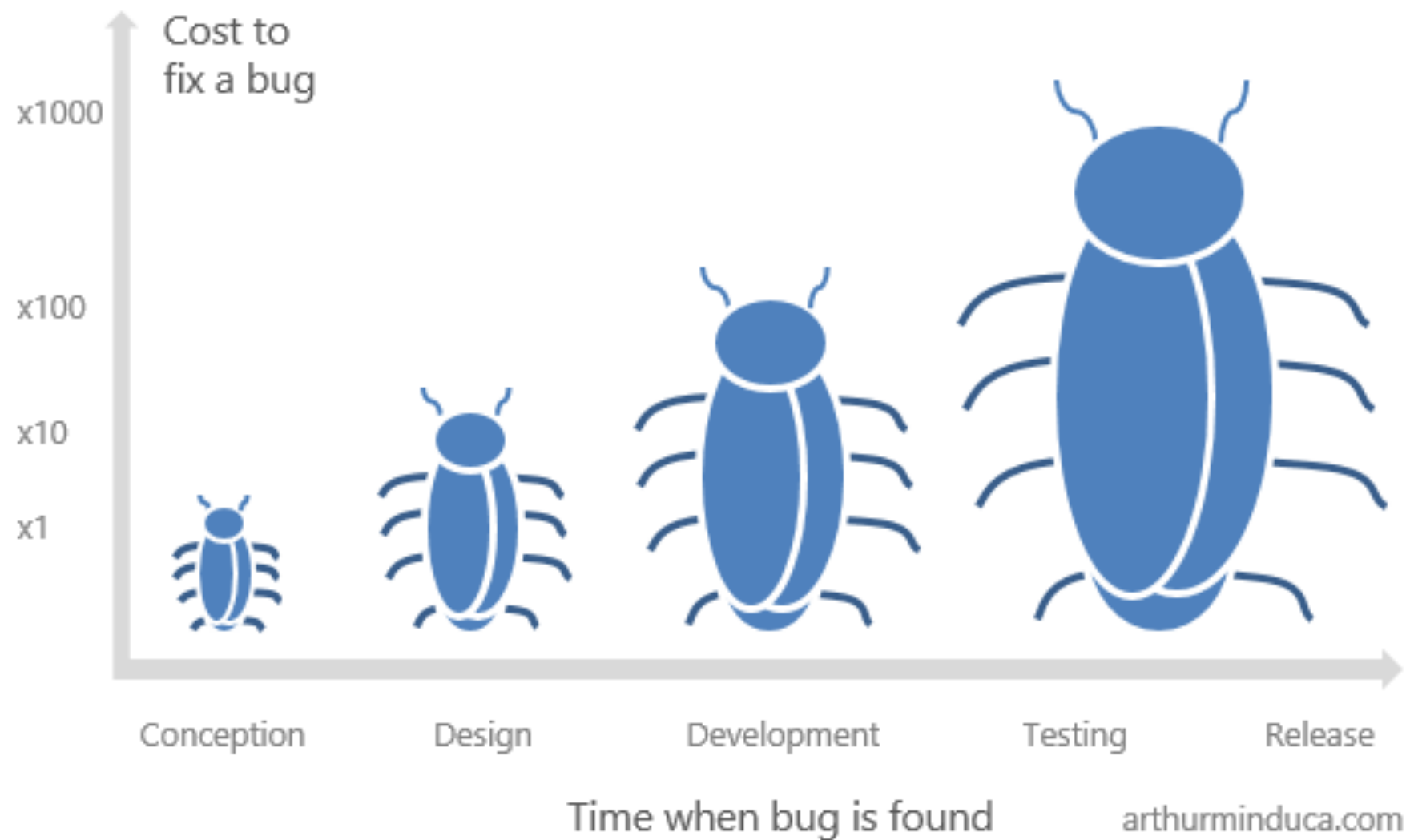
*before writing a line of (production)code*

**ANDREA BADO**

*Product Manager @ Skyscanner apps  
@aneder*

# WHY DO WE NEED TO VALIDATE AN IDEA?

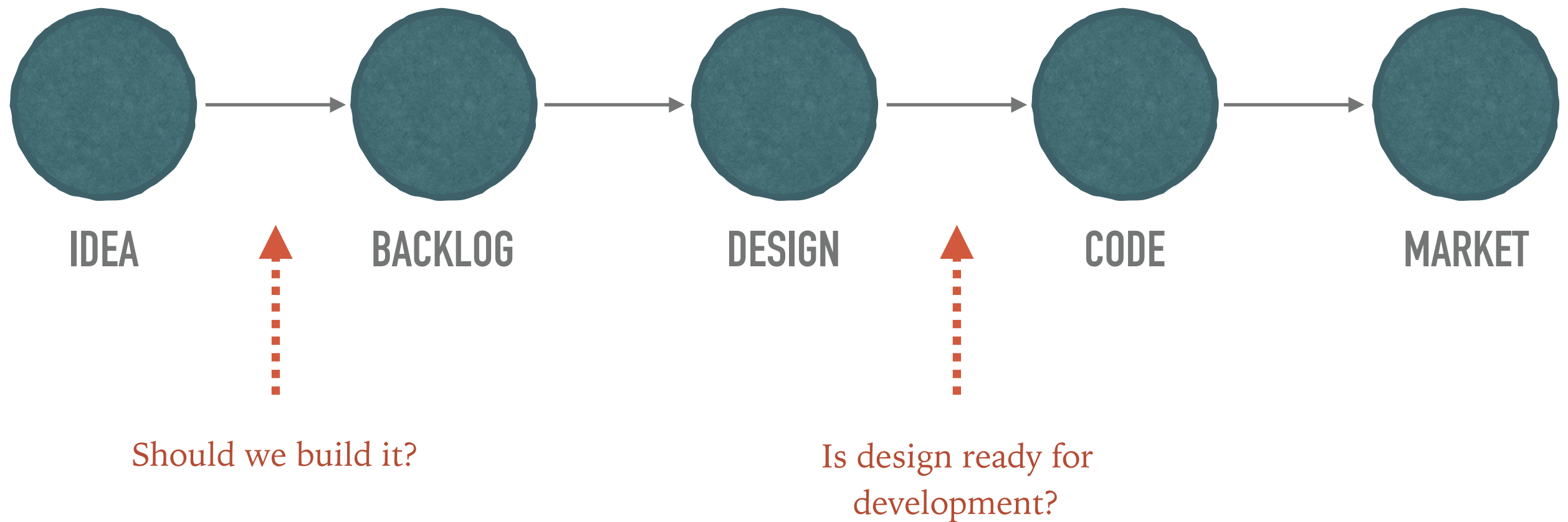
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Badly executed feature == usability bug

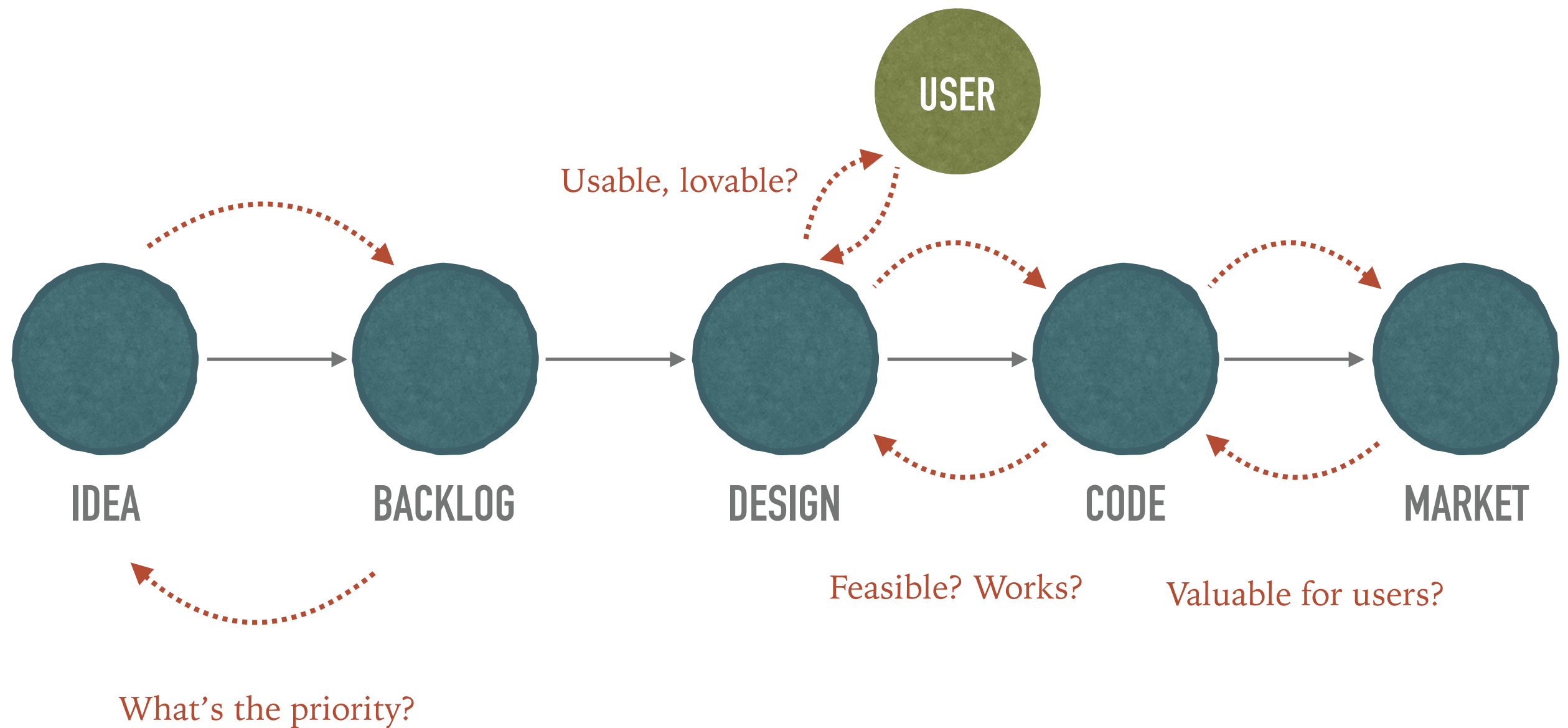
# FROM AN IDEA TO A PRODUCT

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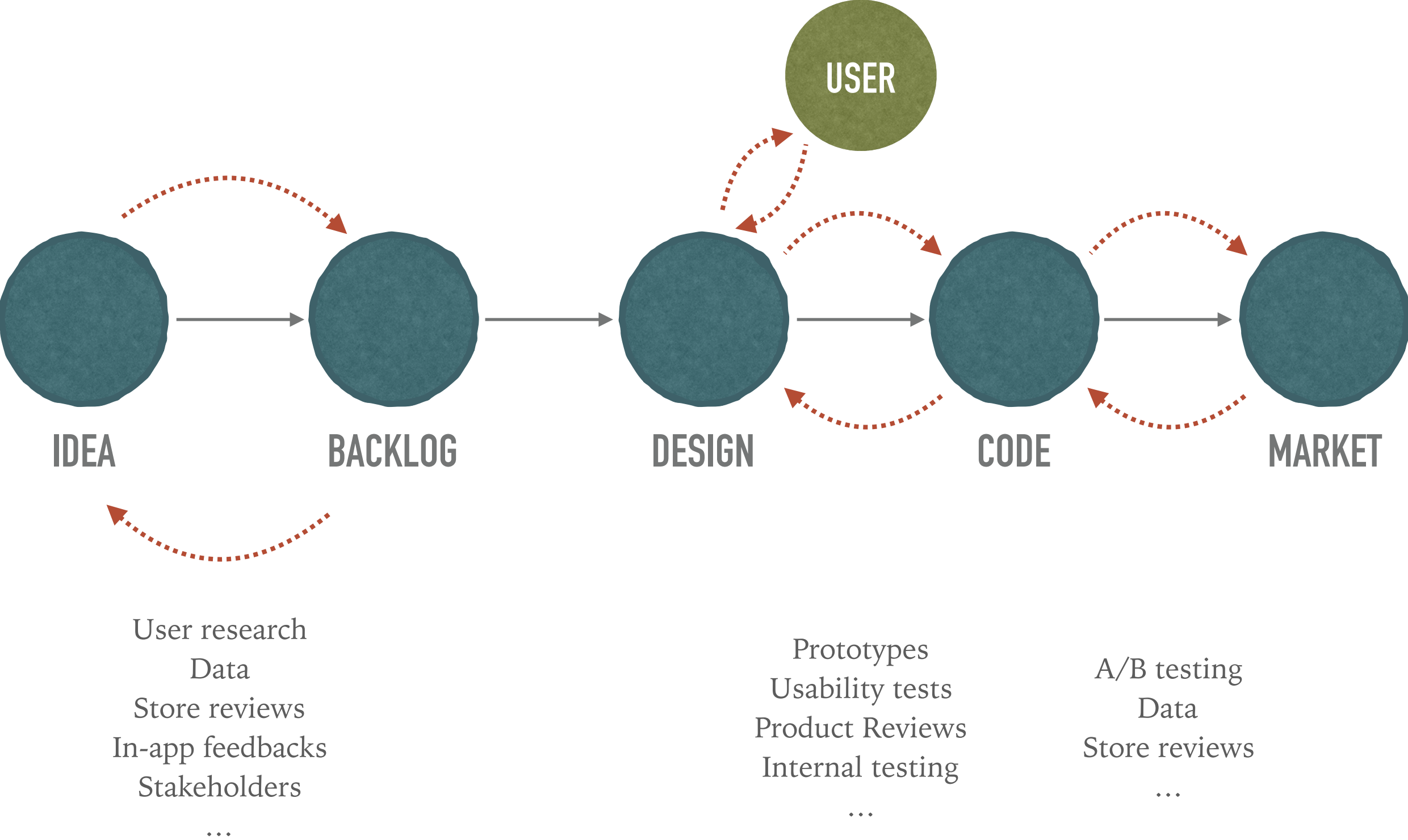
# FROM AN IDEA TO A PRODUCT

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# TOOLS FOR VALIDATION

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# TOOLS

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## USABILITY TESTING IN PERSON

Invite people to your office or for a coffee. Show them something about the feature. Listen carefully. Don't ask leading questions! Share the learnings with your team.

## USABILITY TESTING REMOTELY

Upload your prototype or your app to a remote usability testing provider, eg. [usertesting.com](https://www.usertesting.com). Get results in a few hours.

## INTERNAL COMPANY TESTING

Create a beta build which can be distributed in the company. Ask people to use it and give feedback. An built-in feedback component is really useful in these cases.

## USE YOUR PRODUCT

Try to use your product for the things users would use it for. Keep distance, forget excuses and be surprised.

# SOLUTIONS YOU TEST



paper prototypes

clickable prototypes

live data prototypes

screenshots

native prototypes

*low fidelity*  
*low cost*

*high fidelity*  
*high cost*

# HOW TO GET INVOLVED?

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## DON'T EXPECT A PERFECT DESIGN

It's pretty rare that the first version (or the fourth) is the perfect, there will be more and more iterations. It's a learning process, sometimes longer than expected.

## PARTICIPATE IN THE TESTS

Join the usability sessions and check how users use your product. It will help to build empathy and you can get your insights at first hand. It can be a really shocking experience, but totally worth it.

## HELP WITH GREAT PROTOTYPES

The product discovery process sometimes needs your coding power. Help with building prototypes, do shortcuts with 3rd party providers, different animation options - seeing the behavior sooner than later is better for the whole team.

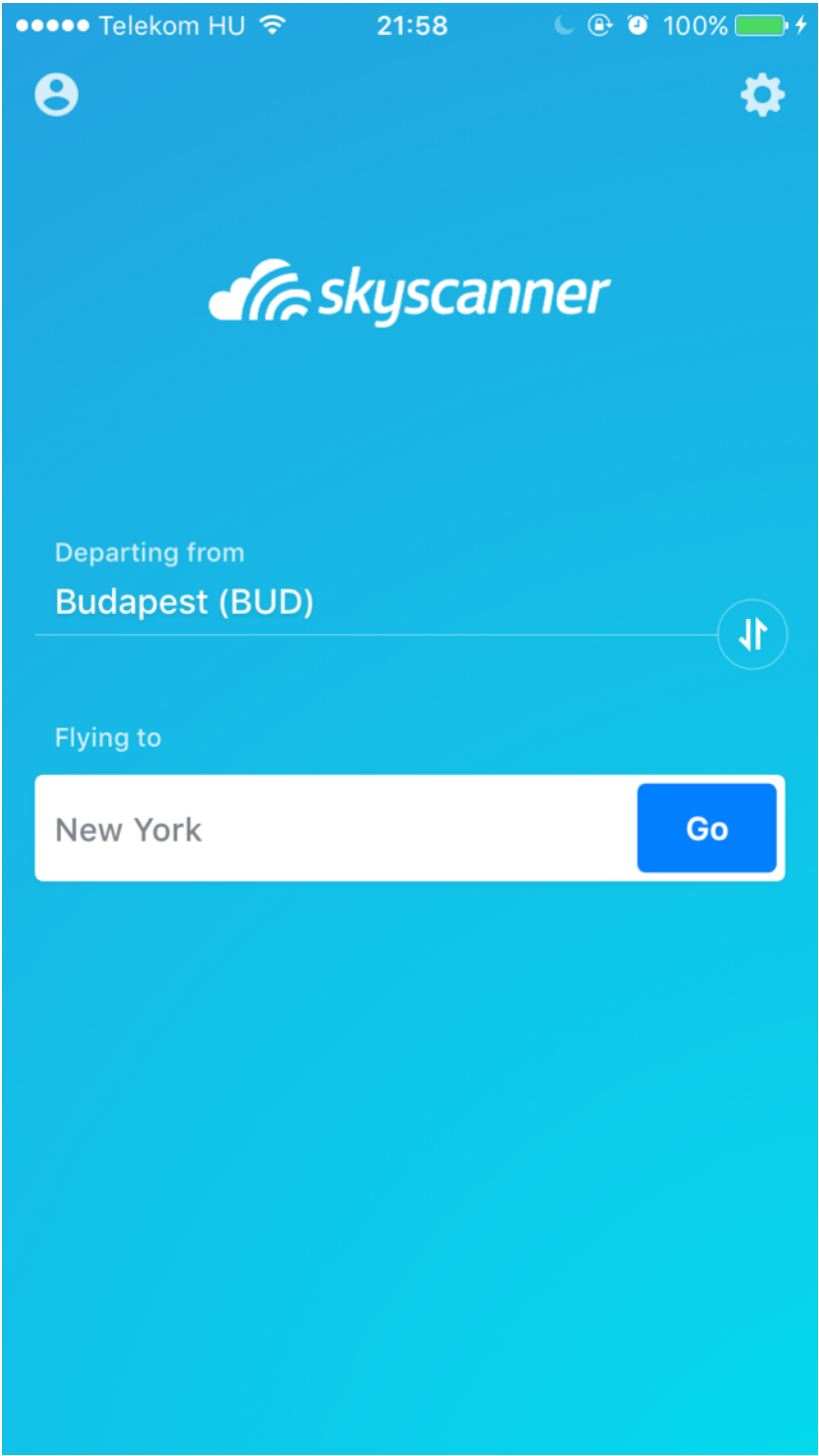
## DON'T FALL IN LOVE WITH YOUR CODE

Product discovery is a learning process. Sometimes learning comes only when the full feature is implemented and the team needs to start over. It's natural. Better than releasing something which we know will fail.



# A SKYSCANNER STORY

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# THANK YOU!

*Questions?*

# USEFUL LINKS

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- Quick user feedback - <https://usabilityhub.com/>
- Remote usability testing - <https://www.usertesting.com/>
- User feedback - <https://usabilla.com/>
- Prototyping - <https://www.invisionapp.com/>
- Usability and feedback - <https://lookback.io/>
- A/B testing - <https://www.leanplum.com/>
- A/B testing - <https://www.optimizely.com>
- A/B testing - <http://mixpanel.com/>
- Managing store reviews - <https://appbot.co/>
- Basics of research and interaction design - <https://www.coursera.org/specializations/interaction-design>