Product Validation Cheat Sheet

Legend:
- 🟦 Physical product
- 🔺 B2B product
- 🔶 Warning

Market Validation

	Value	Usability	Viability	Feasibility	Cost	Evidence	Tag
Email campaign	●	○	●	○	●○○	●○○	
Paid ads	●	○	●	○	●●○	●●○	
Social media campaign	●	○	●	○	●○○	●○○	
Landing page	●	○	●	○	●○○	●●○	
Fake door	●	○	●	○	●○○	●●●	
Facade	●	●	●	○	●●○	●●●	Physical product
Pinocchio	●	●	●	○	●○○	●○○	Physical product
Explainer video	●	○	●	○	●●○	●●○	
Pre-order	●	○	●	○	●○○	●●●	
Letter of intent	●	○	●	○	●○○	●●○	B2B product
Provincial	●	●	●	○	●●○	●●●	Physical product
One-night stand	●	●	●	○	●●○	●●●	Physical product
Infiltrator	●	○	●	○	●○○	●●●	
Crowdfunding	●	○	●	○	●●○	●○○	Warning

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Legend: ■ Physical product ▲ B2B product ◆ Warning

Minimal Products

	Value	Usability	Viability	Feasibility	Cost	Evidence	Tag
Piecemeal	●	●	●	○	●●○	●●●	
Concierge	●	●	●	○	●●○	●●●	
Wizard of Oz	●	●	●	○	●●●	●●●	
Single feature	●	●	●	○	●●●	●●●	◆

Feasibility Prototypes

	Value	Usability	Viability	Feasibility	Cost	Evidence	Tag
Spike	○	○	○	●	●●○	●●●	
Digital twin	○	○	○	●	●●●	●●●	■

User Prototypes

	Value	Usability	Viability	Feasibility	Cost	Evidence	Tag
Give a task to accomplish	●	●	○	○	●○○	●●○	
First-click testing	●	●	○	○	●○○	●●○	
Ask what would happen	●	●	○	○	●●○	●○○	
Card sorting	●	●	○	○	●○○	●●○	

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User Prototypes

	Value	Usability	Viability	Feasibility	Cost			Evidence			Tag
The 5-Second test	🔵	🔵	⚪	⚪	🟠 ⚪ ⚪			🟠 🟠 ⚪			
Storyboarding	🔵	🔵	⚪	⚪	🟠 ⚪ ⚪			🟠 ⚪ ⚪			
Prototype A/B testing	🔵	🔵	⚪	⚪	🟠 ⚪ ⚪			🟠 🟠 ⚪			
Thinking aloud	🔵	🔵	⚪	⚪	🟠 ⚪ ⚪			🟠 ⚪ ⚪			

Experiments in Production

	Value	Usability	Viability	Feasibility	Cost			Evidence			Tag
Feature stub	🔵	⚪	🔵	⚪	🟠 ⚪ ⚪			🟠 🟠 ⚪			
404 test	🔵	⚪	🔵	⚪	🟠 ⚪ ⚪			🟠 🟠 ⚪			🔶
A/B test	🔵	⚪	🔵	⚪	🟠 🟠 ⚪			🟠 🟠 🟠			
Multivariate test	🔵	⚪	🔵	⚪	🟠 🟠 ⚪			🟠 🟠 🟠			

That's a wrap!

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