# **Product Validation Cheat Sheet**

Physical product

▲ B2B product

Warning

### **Market Validation**

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	Email campaign	Value	Usability	Viability	Feasibility	Cost	Evidence	Tag
Ads 0	Paid ads	•		•		•••	•••	
(A) (B) (B) (B) (B) (B) (B) (B) (B) (B) (B	Social media campaign			•		•••		
200	Landing page			•		•••	•••	
9	Fake door			•		•••	•••	
	Facade	•	•	•		•••	•••	
	Pinocchio	•	•	•			•••	
□	Explainer video			•		•••	•••	
PRE ORDER	Pre-order			•			•••	
	Letter of intent			•		•••		
	Provincial		•	•		•••	•••	
	One-night stand		•	•		•••	•••	
	Infiltrator							

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#### Minimal Products



Piecemeal



Value

Usability Viability



Feasibility



Evidence Tag



Concierge





























Wizard of Oz















Single feature













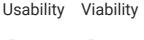




Spike



Value





Cost

Evidence

Tag



Digital twin















Tag

# **User Prototypes**



Give a task to accomplish



First-click testing



Ask what would happen



Card sorting

Value

Usability Viability

Feasibility

Cost



Evidence













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Physical productB2B productWarning

## **User Prototypes**

		Value	Usability	Viability	Feasibility	Cost	Evidence	Tag
	The 5-Second test					•••		
1 2 3 4 3	Storyboarding	•	•			•••	•••	
	Prototype A/B testing		•			•••	•••	
	Thinking aloud	•				•••	•••	

#### **Experiments in Production**

		Value	Usability	Viability	Feasibility	Cost	Evidence	Tag
	Feature stub					•••	•••	3
404	404 test					•••		<b>•</b>
A B 0	A/B test			•		•••	•••	
	Multivariate test			•		•••	•••	

## That's a wrap!

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