

Idea & Prototyping Testing

01.12.2023

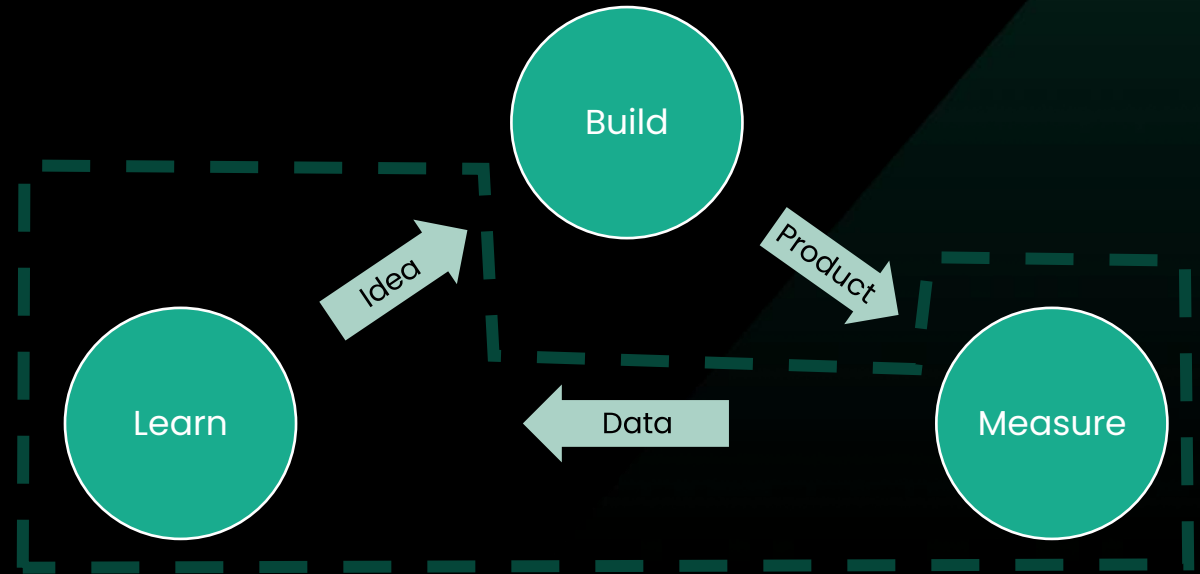


IT-Projektschmiede

Agenda

Goal:

1. Collect data and feedback
2. Develop the idea



Über uns – IT Projektschmiede

Wir machen aus Ideen digitale Lösungen



Entwicklung



Beratung



Workshops



Example: Würzburg Accelerator



Startup Program for Ideation and Prototyping

- 9 Workshop days
- Interviews
- Tests
- 3 Months



WÜRZBURG
ACCELERATOR



Ideation



Importance

„To me ideas are useless until they are executed.“

Steve Jobs



Challenge in executing ideas. There are...

Things you **know** and you **know it**

Things you know but you **not know you know** them

Chance for improvement

Things you **know** that you not **know it**

Things you do **not know** that you **not know it**



#1 Semantic analysis



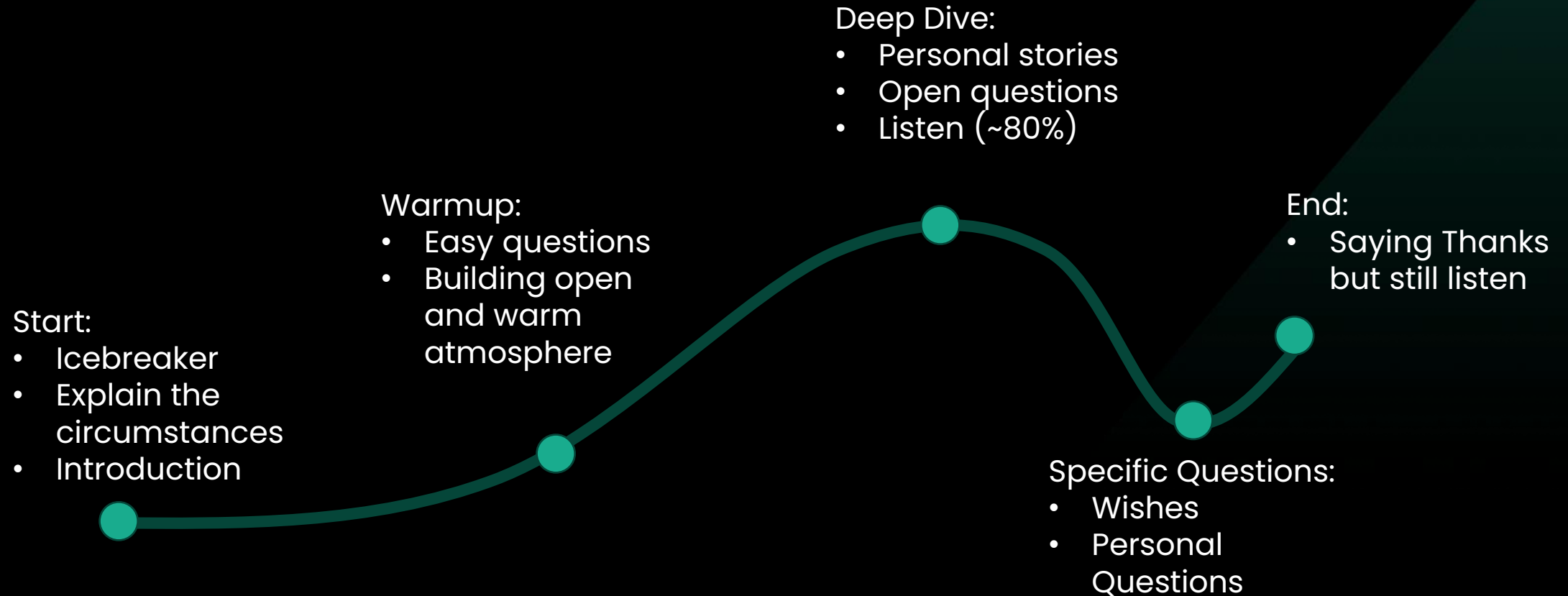
A semantic analysis is a method to understand the meaning and context of a problem or a challenge

1. Write down a problem statement like "How could we deliver drinks and snacks to students through a roboter and during lessons"
2. Mark the key words such as "deliver drinks and snacks", "roboter" and "during lessons"
3. Ask yourself questions like "How can the roboter pick up the things?"
4. Write Questions and Definitions

→ Starting point for knowing where you have to search for new knowledge



#2 Interviews



Task 1

Write down questions to the problem statement:

„How could we deliver drinks and snacks to students through a roboter and during lessons“

~8 Questions

3 easy questions

2 personal stories

3 specific questions

- Open questions – Why and how instead of yes and no questions.



Task 2

- Sample interview
- 1 interviewed person
- 1 interviewer
- Others: Make notes. Afterwards we will collect identified problems



Best Practises

- 6–10 interviewed people for each customer segment
- Duration ~45–60 minutes per interview
- 80% listening, 20% speaking
- One interviewer and at least one who makes notes



#3 Observation

- What people say is not always what they do or what they really need

Are you willing to pay more for milk, when you know the cows have better conditions

Absolutely

...really?



Example: Observation



In Stores like IKEA there are employees observing customers to improve products and store



Prototyping Testing

Qualitative Methods

focus on the quality of the data, such as the user's emotions, expectations, and experiences. They use words and meanings to understand the problem and the solution.

Examples: Interviews, Observations

Quantitative Methods

focus on the quantity of the data, such as the user's behavior, actions, and outcomes.

Examples: surveys, A/B-Tests



Testing Methods

Interviews

Tracking

Physical Prototype

A/B Tests

Surveys

Landingpage

Videos / Flyer

Crowdfunding

Storytelling



Examples of local startups



snapADDY

Founded: 2015
Employees: ~70

Uses Service from Deutsche Post to buy addresses from target market.

Sent flyer to companies

Tried to sell it on through phone call

Noticed big interest in their product

Sold it before they built it



VIIND



Example: WordPress Prototype



- Contact with a lot of companies
- Lot of positive Feedback from early interviews
- 2 weeks development
- Missed selected goals

→ Failed fast







THE
Sun





- Nico uses LinkedIn quite often
- He wants to know who participates at network events
- Has idea of Event Matching platform



Testing Example



EventBuddy

Problem Statement:

How could we enable LinkedIn users to grow their network by showing them who is around them when they are on networking events

Solution:

EventBuddy is designed to help you identify LinkedIn users at events and get in touch with them in order to do effective networking after the event.

How it works:

1. Scan QR-Code
2. Login with LinkedIn and share your profile
3. See who is here and connect





See who is here today!



1. Scan QR-Code
2. Login with LinkedIn and share your profile
3. See who is here and connect



The EventBuddy is a prototype for an event matching platform.
We would really appreciate feedback!
Nico and the team of IT-Projektschmiede



EventBuddy



COPILLOT - Co-Founder Matching

Startbahn27 →
INNOVATION. ÖKOSYSTEM. SCHWEINFURT.



COPILLOT - Co-Founder Matching

29.11.2023 - 18:00 Uhr

Beschreibung:

Du hast eine aufregende Geschäftsidee, aber dir fehlen die richtigen Mitstreiter:innen, um sie zum Leben zu erwecken? Oder bist du einfach begeistert von der Vorstellung, in einem dynamischen Startup-Team mitzuwirken? Egal, ob du eine Idee, bereits ein Startup oder einfach nur den nötigen Tatendrang mitbringst – bei COPILLOT findest du die Gleichgesinnten, die deine Startup-Träume wahr werden lassen!

Melde dich an, um einzuchecken.

 Mit LinkedIn anmelden →

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Teilnehmer



Nico Hildmann



Michael Steinbach



Florian Zschka



How could we test EventBuddy

Goal:



Why?

Why do you want to achieve this goal?



How?

How do you measure it?



When?

When do you plan or when do you need to reach your goal



Our approach

Goal: Find out which is the most important use case for users



Why?

Find out if
people use it
during or after
events

Define premium
functions



How?

Survey
Click-Tracking



When?

Until 01.12.23



Testing Methods

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Physical Prototype

A/B Tests

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Landingpage

Videos / Flyer

Crowdfunding

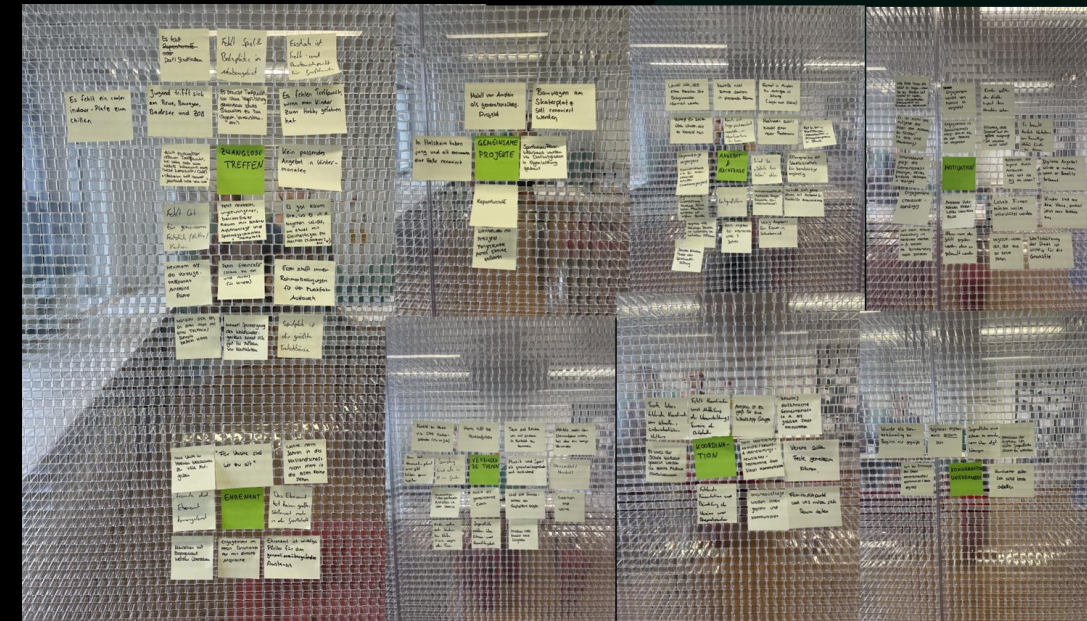
Storytelling



Best Practises

- Most successfull startups sell before they build the product
- Collect Feedback and build clusters

Like <i>Things that somebody likes or that are worth mentioning</i>	Wishes <i>Constructive criticism</i>
Questions <i>Cropping up during the experience</i>	Ideas <i>generated during the experience or presentation</i>





IT-Projektschmiede

