

Danger Fort Labs

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Started taking notes here

- Catalog Test: offer a user a catalog of different products, note which one they pick. Avoids there being one right answer. Especially helpful when there's one or two dimensions you're trying to pick for your product
- Concept Test: show the user a representation (brochure, prototype) of a solution, have them react to it. Helps to make an idea feel real.
- All of this can, and often is, digital.
- Tools:
 - Recruitment
 - DIY: Craigslist, Reddit, Facebook Groups, Mailing Lists, your Social Networks
 - Make sure to have a screener survey and a scheduling system
 - Usually compensated, but that may just be (ex.) a cup of coffee
 - ◆ Just saying you're a students and need help works too
 - Paid: userinterviews.com, usertesting.com
 - Artifacts
 - Collaborative Whiteboards: Miro or Mural
 - Mock Up Layouts/Images: Figma, Google Slides, Adobe CS
 - Leadpages.net: landing page/brochure creation