

Usability testing

Roadmapversion2

re/SJE4VH72#/screens/6645066

Apartment in Pal... https://dashboa... Project Screens ... LeanLaunchLab Idealist.org | 49... Evernote Web ProWorld | Volu...

a) people you know
b) cofounders or employees friends
c) user conference attendee list, trade shows
2. Build an innovative list

Input list

Name	Compan	Email	Phone
Giacomo	CEO	G@gmail.co	99008673


Submit

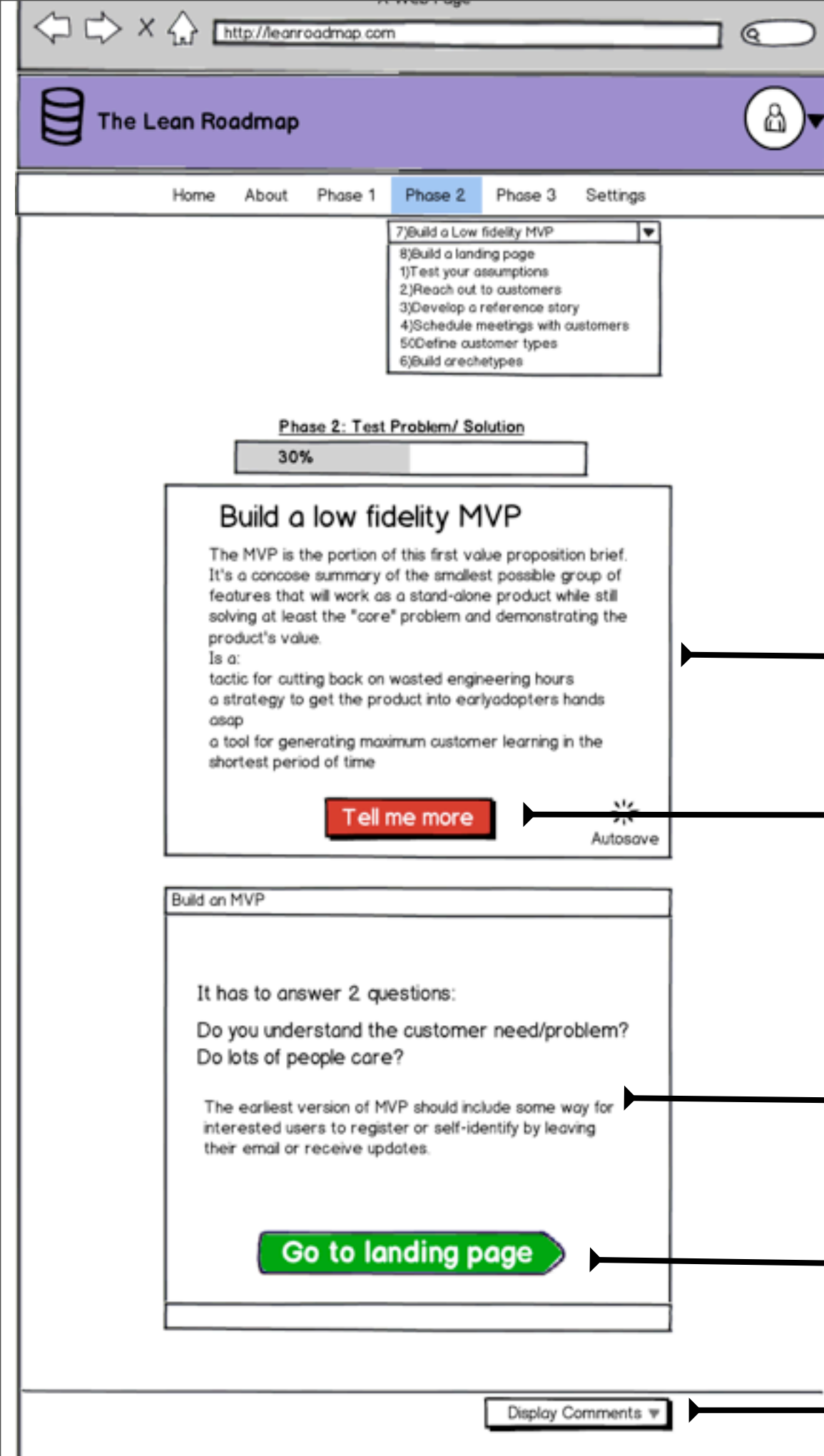
Autosave

Display Comments ▼

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quiente Anterior ☐ Resaltar todo ☐ Coincidir mayúsculas





LINK TO DEMO: <http://invis.io/SJE4VH72>

* Goals

Our goal is to get your feedback on the concept and flow and use that to refine the design and help us prioritize the features for the release of [lean roadmap].

* Tasks

I want you to walk me through on how would you use this tool to build your upcoming MVP and validate or invalidate your preliminary guesses.

Purple = too sophisticated

Red did not represent call to action. Therefore it was not clear that the link redirect the user to the tools and resources.

Need to compare different experiments at once and check which one is performing best

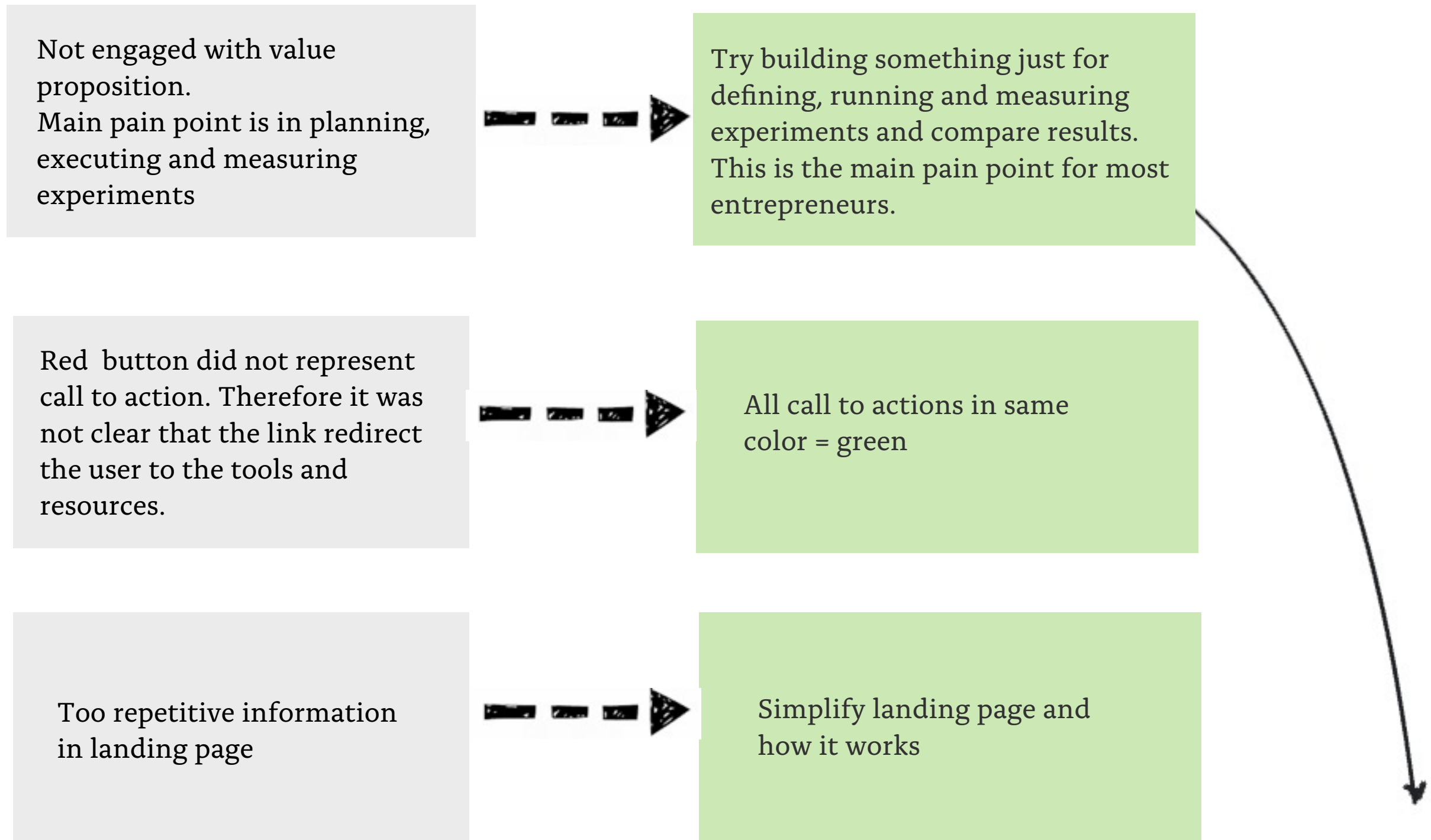
It was not clear if the landing page was created automatically

Like the comments as a way to make the app a bit more social

* Top observations/key findings

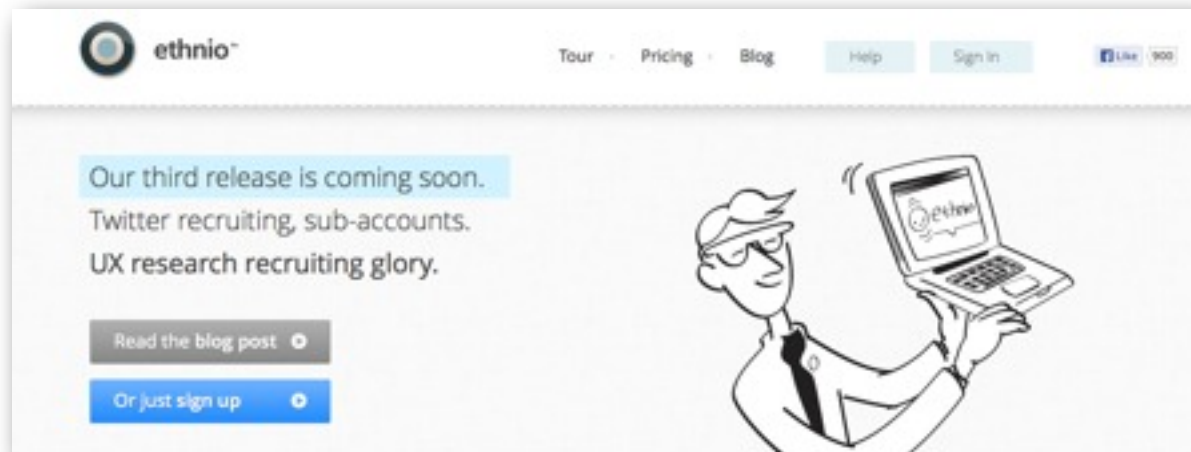
Concept	Description	Business Priority	User Priority	Technical Feasibility
Value Proposition	Believe that the solution as presented will not work. Entrepreneurs have their own home made system. It is enough with google docs and a spreadsheet.		High	
Value Proposition	Users won't pay, it is will be more like a vitamin than a pain killer		High	
MVP page	Doubts about if while inputing data will build an MVP with info or if it is just suggested tools from third parties.		Medium	
Value Proposition	Looking for a more social/ inspirational platform (learn from others stories)		Medium	
Tools & Resources	Tools are not the problem but the need to know what to do and how to speak to customers		High	
MVP page	Need to compare different experiments at once and check which one is performing best		High	Medium

* List of actions to take based on observations/findings



New Proposal

For qualitative research



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