# **How to Validate your Product** (Ensuring Measurability and Feedback)

***The Purpose of the Assignment:*** *One of the key activities during the “First Year Seminar” is to receive actionable feedback from various groups of stakeholders and other people. This feedback gives you the necessary visibility for the future growth of your product.*

* *Validation under a different angle was already discussed in your regular Progress Reports (the presentations evaluated by Viesturs)*
* *The 1-page questionnaire that every team completed and submitted on November 29 class (see* ***questionnaire-for-the-upcoming-final-iteration.docx*** *in ORTUS). This questionnaire will be the basis for our Iteration 2 reviews (done during the office hours – please schedule in person or write to* [*kalvis.apsitis@gmail.com*](mailto:kalvis.apsitis@gmail.com)*).*
* *The current assignment –* ***assignment-on-validation-plan.docx –*** *a detailed view of your team’s validation activities and how they integrate in your technical solution.*

# Your Team’s Validation Plan

Please fill in the following table. At least 3 different Validation Methods are suggested. This will minimize the risk that some methods do not get the responses at all, or the responses do not contain the kind of information you sought.

For each validation method fill in a small table with the fields as shown in the example:

## **Validation Method #1: ...**

|  |  |
| --- | --- |
| (1) **Short Description** of the Validation Method | <<Your text here>> |
| (2) The **Target Group** of stakeholders or other respondents. |  |
| (3) The **Channel** to receive the feedback |  |
| (4) The **Type of Feedback** you expect to receive |  |
| (5) The **Relation to the Goals** (why this feedback is important for your product) |  |
| (5) **Notes** – Any comments that did not fit in the other fields |  |

## **Validation Method #2: ...**

**<Insert one more table here>**

## **Validation Method #3: ....**

**<Insert one more table here>**

## **Questions by Other Teams (if any) and your Responses**

If any other team asked you specific questions about your validation, please include the name of the other team, their question(s) and your response(s).

**Descriptions of the fields in the 3 tables:**

(1) **Description:** Should be brief and easy to understand (even by people outside your team).

(2) **Target Group:** Should be specific. Not a generic group of stakeholders, but, say,   
“Students at Īslīce Elementary School, grades 5-9, who volunteered to answer our questionnaire.” Or “A focus group of Bauska tourism industry developers”. Or “Authenticated Google users who visited site URL=...“ or “Anonymous Web users who clicked the button ‘Do not click me!’”.

(3) **Channel:** Should be specific. Just saying “A Poll” or “A Questionnaire” or “Google Analytics” or “Social Networks” - does not tell, which is the key question you want answered, which Google Analytics metric or which Social Network do you mean.

(4) **Type of Feedback:** A number of clicks? A short response text? Amount of money spent?

**(5) Relation:** Why do you think this type of feedback is needed for the goals of your product, how it could be summarized and used.

# How (Not) to Write Validation Plans

Understanding the time pressure, you have no obligation to execute every single detail in your validation plan. Nevertheless, the best effort is expected and it will reflect positively on your Final Presentation. Make sure that the things you fill in all the 3 tables are accurate and verifiable. Some examples analyzed below (and usually can be improved):

* **“Count, how many people are going to our site”** (This answer is easy to get and easy to increase by Web advertising, but non-differentiated click traffic usually does not tell, if the users found on your site what they wanted, or even, if they were the “right audience”). This CAN be OK, if accompanied by other metrics (can compute “conversion rates” - e.g. what % of your visitors did something meaningful).
* **“We will meet stakeholders face-to-face to get feedback”** (This is much too vague – does not tell, which groups of stakeholders you meet, do you ask them questions individually or arrange a focus-group, what kind of feedback do you want.)
* **“We’ll cooperate with Bauska’s social media groups”** (What sort of cooperation? Which social media will you target? Will you post in their groups or vice versa?)
* **“Responses to emails and messages”** (Does not tell, who will respond to your emails; and what things you will ask them).
* **“Using Facebook star reviews”** (Which users are reviewing what things? Your site? The sites that you promote?)
* **“We will ask people of Bauska, how they like our app”** (Let’s assume they say that they like it. Is this feedback actionable for your product or useful for anything?)