

WHAT SORT OF TEST CAN I RUN?

QUAL

QUANT

USER INTERVIEWS

Find a few potential customers to give detailed feedback on your prototype

SEND OUT A SURVEY

Create a survey with quant and qual questions and send it out to a listserv

ADWORDS + WEBSITE

Make a quick website like what you'd sell your product on. Buy a few ads and see how people interact

USER INTERVIEWS (E.G. SOM PEOPLE)

Find customers (strangers) via craigslist/Yale listservs. Sign up with a few questions, so you can filter for your customer definition

In person, use an interview script to walk through simulated product experience:

1. Make them feel at ease with a few **context questions** ("How do you normally choose your breakfast?")
2. Introduce the **prototype**: "Would you be willing to look at some prototypes?"
"Since I didn't design this, you won't hurt my feelings or flatter me"
3. Walk through a set of **tasks**. Use nudges (like clues to a treasure hunt: "how would you decide if you would download it?")
4. **Debrief**: if you could have three magic wishes about the product, what would they be? How does this product compare to what you do now? How would you describe this product to a friend?