HOW CAN I GET IN FRONT OF THE USERS I'M TRYING TO REACH?

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