

# ) Product Validation Cheat Sheet

Physical product

B2B product

Warning

### **Market Validation**

		Value	Usability	Viability	Feasibility	Cost	Evidence	Tag
	Email campaign							
Ads 0	Paid ads	•		•		•••		
(A) (B) (B) (B) (B) (B) (B) (B) (B) (B) (B	Social media campaign			•				
200	Landing page			•		•••	•••	
9	Fake door	•		•		•••	•••	
	Facade	•	•	•		•••	•••	
	Pinocchio		•	•		•••		
	Explainer video							
PRE ORDER	Pre-order			•			•••	
	Letter of intent						•••	$\triangle$
	Provincial		•	•			•••	
	One-night stand							



Infiltrator

























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#### **Minimal Products**

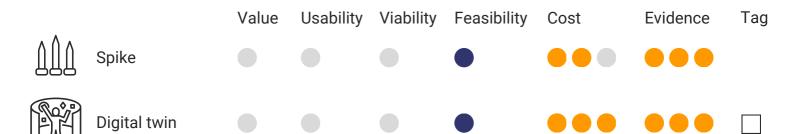
		Value	Usability	Viability	Feasibility	Cost	Evidence	Tag
200	Piecemeal							







### Feasibility Prototypes



## **User Prototypes**

		Value	Usability	Viability	Feasibility	Cost	Evidence	Tag
BOO  - -	Give a task to accomplish							
	First-click testing		•			•••	•••	
	Ask what would happen		•			•••	•••	
	Card sorting							

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## **User Prototypes**



The 5-Second test



Value

Usability Viability



Cost

Evidence

Tag



Storyboarding







Prototype A/B testing











Thinking aloud













## **Experiments in Production**



Feature stub

Value Usability

Usability Viability

Feasibility

Cost

Evidence

Tag



404 test







 $\Diamond$ 



A/B test









Multivariate test

## **Product Validation Cheat Sheet**

#### Recommended tools



Clickable user prototype



Product brochure



Data sheet



3D Printing



VR product simulation



Heat mapping



**UX** Test automation

### Popular products



















More: <u>Testing Business Ideas: The Ultimate Validation Experiments Library</u>

www.productcompass.pm