

Types of Experiment

Wizard of Oz



Faking it behind the curtain

What is it?

Creating Beta versions or 'hacking' one of multiple elements of a product or service to understand feasibility and to gain customer feedback. Can be easier to break down individual features and design separate experiments, particularly if trying to understand the hierarchy of features

Concierge



Hand holding the customer

What is it?

Testing a product by hand holding the customer and guiding them through the experience. The service should consist of exactly the same steps people would go through with your proposition and could take place briefly (E.g. within an hour) or over an extending period of time (et a month trial). At each step, monitor the customer reaction, pain points and behavioural patterns to learn more about what it takes to make the proposition a success and keep adding customers

Videos



And blogs..

What is it?

Creating videos or blogs that explain what your proposition does and why people should buy it to understand customer feedback or engagement rate with a specific concept. Could be shown to potential customers or used as a real life advert, put on Facebook or Youtube to understand the engagement rate and shareability

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Interviews



Qualitative testing

What is it?

Getting feedback on a concept or product by testing directly with customers. Requires a lo-fi prototype (screens, print-outs) that bring the customer experience to life. Best done one-to-one with an individual interviewee vs a group with minimal prompting to understand what the interviewee's intuitive response is.

Surveys



Quantitative Testing

What is it?

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Events



Providing value to potential customers

What is it?

Creating an experience designed to garner insight and feedback on a specific concept. Could be any kind of physical experience e.g. breakfast event, co-creation workshop, or even a paid event. Use the event to smoke test problems and get active support from customers to improve the concept. If you charge for the event, you are confirming they are willing to pay to solve their problem.

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Smoke Tests



A/B testing landing pages or sites

What is it?

A or B? Test both with a sample of users, then use the winning version. More than a specific experiment, A/B testing is a way of testing 2 variants of a certain element, in order to discover which variant performs the best in maximising a desired outcome. Useful to understand direction or design, hierarchy of messaging or features. Set the scenario with customers and gauge their thought-process and intuitive response.

Prototypes



Clickable, lo-fi wireframes

What is it?

Creating lo-fi, clickable prototypes to understand the appeal of a proposition or to gauge feature hierarchy. Best tested in one-on-one interview with a target customer to understand how they interacted with it and what their intuitive response was.

Adverts



Testing with real life marketing

What is it?

Testing demand and engagement through using real life marketing (usually Google AdWords or Facebook). Can be done using the client brand or an invented brand as a substitute. Useful for understanding not only the potential appeal of an idea, but what messaging customers respond best to.