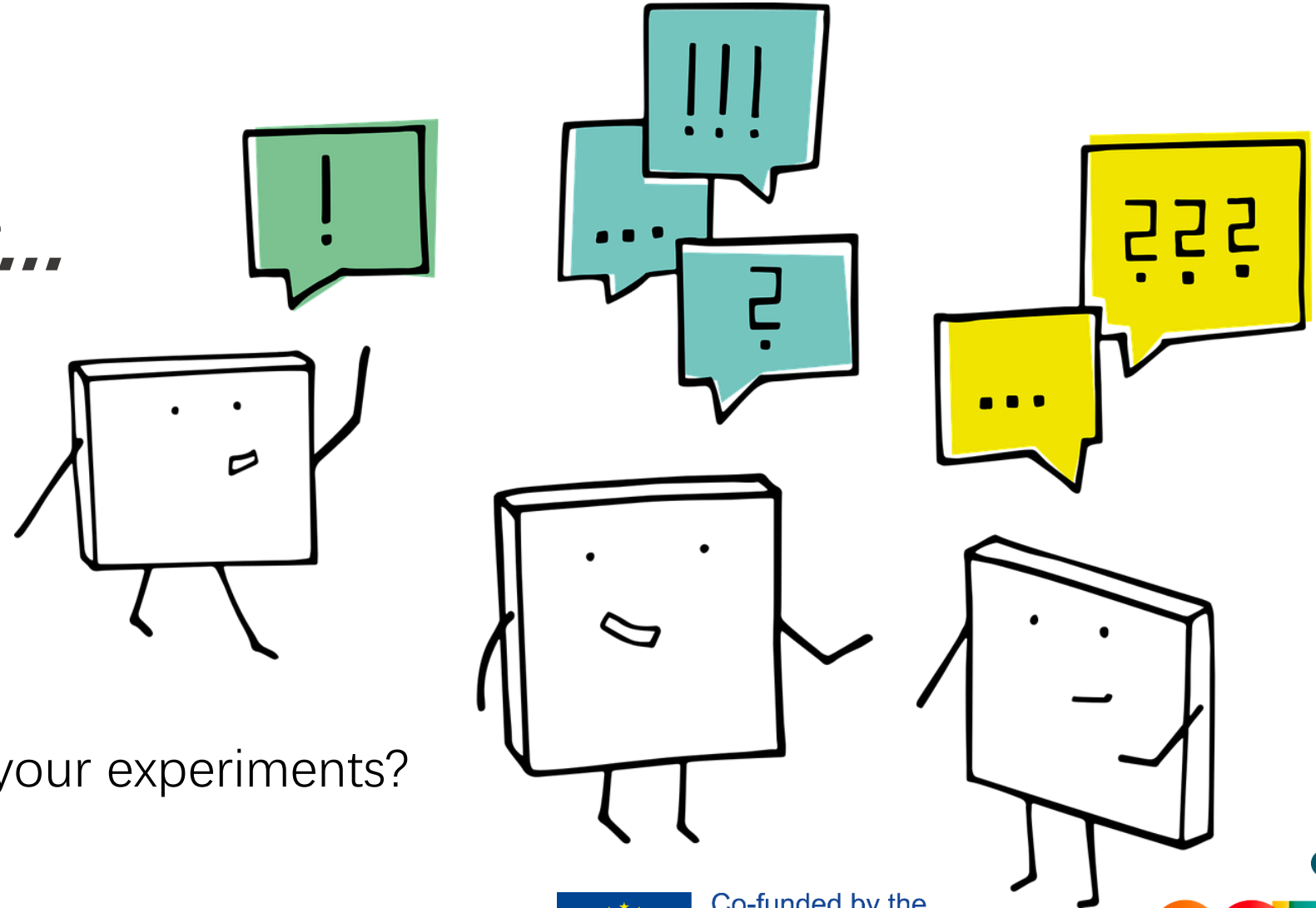


Validation experiments...



How can you **validate** your experiments?



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Once the topic is
completed and approved,
learners will be able to...



Select, Discovery and Validate an Experiment



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In this lesson, we will learn...

- ✓ *Interaction Prototypes*
- ✓ *Call to Action*
- ✓ *Simulation*



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Interaction Prototypes

- Clickable Prototype
- Single Feature MVP
- Mash-Up
- Concierge
- Life-Sized Prototype



Call to action

- Simple Landing
- Crowdfunding Funding
- Split Test
- Presale
- Validation Survey



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Simulation

- Wizard of Oz
- Mock Sale
- Letter of Intent
- Pop-Up Store
- Extreme Programming Spike



Conclusions

As we can see, each method has its pluses or minuses, so you need to **choose the one that best suits you**, your idea based on your needs.



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