



We already talked about the experiments,
but now is time to **learn what kind of experiments exist** and **how to conduct them.**



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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...

- ✓ *Discovery Exploration*
- ✓ *Data Analysis*
- ✓ *Interest Discovery*
- ✓ *Discussion Prototypes*
- ✓ *Performance & Prioritization Discovery*



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Discovery Exploration

- Customer interview
- Interviews with partners and suppliers
- Expert Stakeholder Interviews
- A Day in the Life
- Discovery Survey



Customer Interview

- Planned or Scheduled Interviews
- Ad hoc



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Interviews with partners and suppliers



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Expert Stakeholder Interviews



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A Day in the Life

- You will find out what customers do:
 - ✓ from the moment that they get up,
 - ✓ when they go to work,
 - ✓ when they are in school or some other place etc.





Discovery Survey

Open-ended questionnaire used for collecting information from a sample of customers.

Data Analysis



SEARCH TREND ANALYSIS



WEB TRAFFIC
ANALYSIS



DISCUSSION FORUMS



SALESFORCE FEEDBACK



CUSTOMER SUPPORT
ANALYSIS



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Interest Discovery

Online Ad

Link Tracking

Feature Stub

404 Test

Email Campaign

Social Media Campaign

Referral Program



Online Ad

- Email marketing
- Search engine marketing (SEM)
- Social media marketing
- Web banner advertising
- Mobile advertising etc.



Link Tracking



A unique hyperlink that can provide more detailed information about your value proposition.

Feature Stub

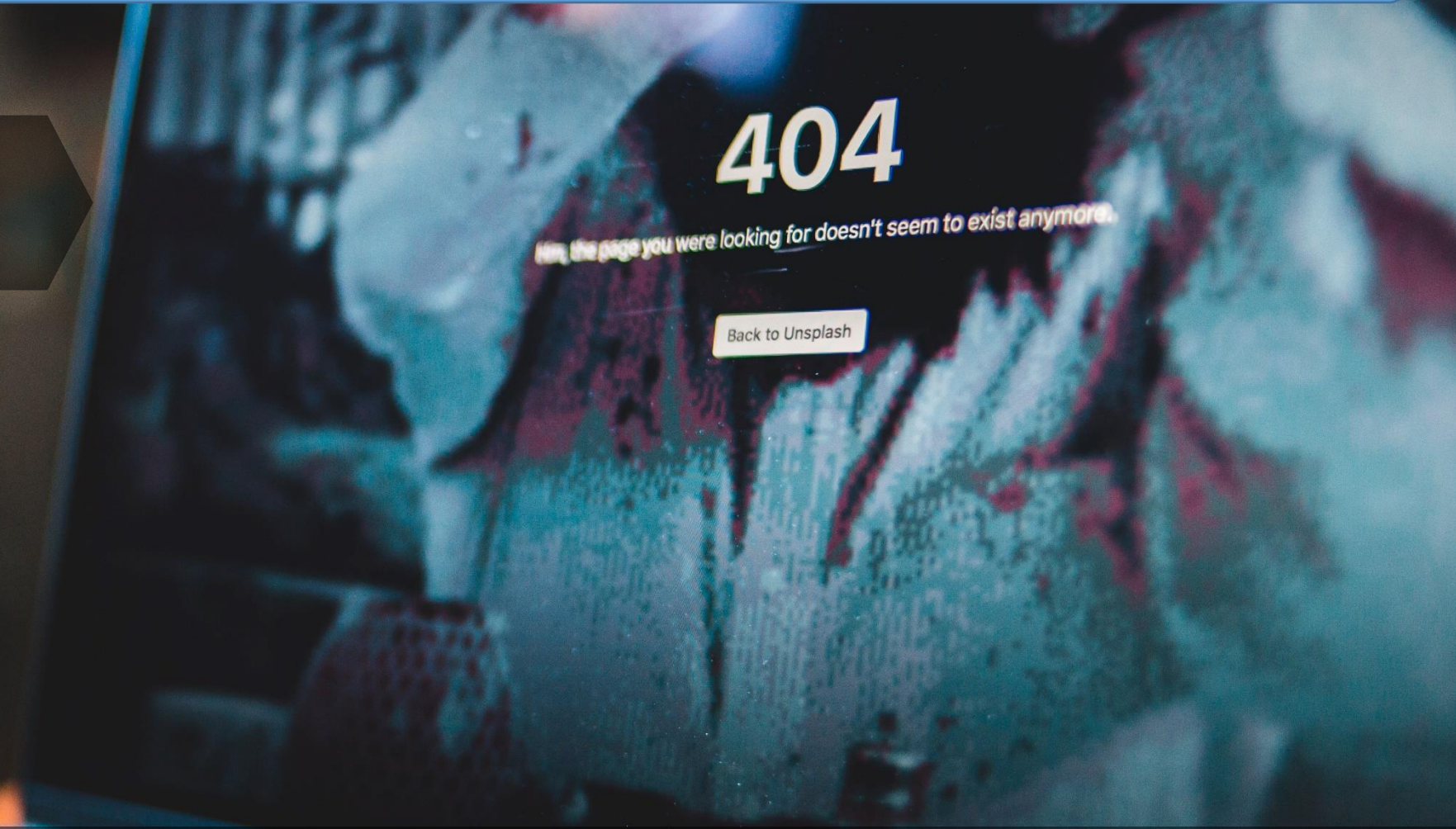
- A small test of the upcoming function
- Allows you to test the demand for a function without doing anything at all



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404 Test

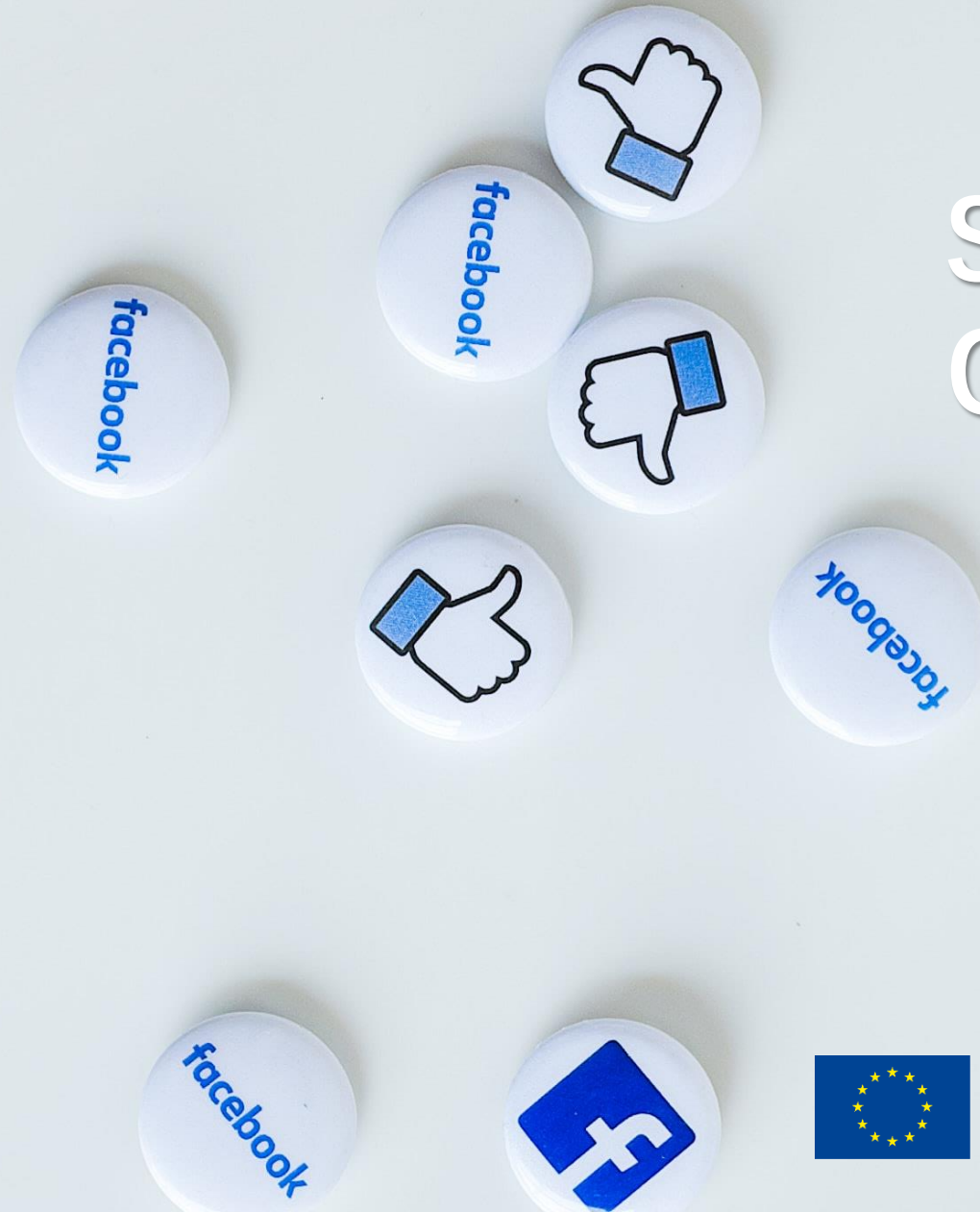


It generates 404 errors every time when it is clicked.
To find out if a feature is desirable, simply count the 404 errors generated.

Email Campaign

- ✓ Well written topic
- ✓ Focused content
- ✓ Specific call to action





Social Media Campaign



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Referral Program



A referral program is simply a process in which you reward customers for spreading the news about your product or service.

Discussion Prototypes

Explainer Video

Boomerang

Pretend to Own

3D Print

Data Sheet

Storyboard

Brochure

3D Print

Very fast prototyping of a physical object from a three-dimensional digital model using a 3D printer.



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Data Sheet

Provides details about a product, such as a computer, computer component, or software program.



A resume for Samantha Black, sales director. The CV includes sections for Experience, Education, Skills, and References. The Experience section lists three positions with descriptions. The Education section lists a Web Advertising Seminar and a Graphic Design Crew. The Skills section shows proficiency in Photography, Photoshop, InDesign, Wordpress, Time Keeping, and Organisation. The References section lists Eliot Brown as a contact.



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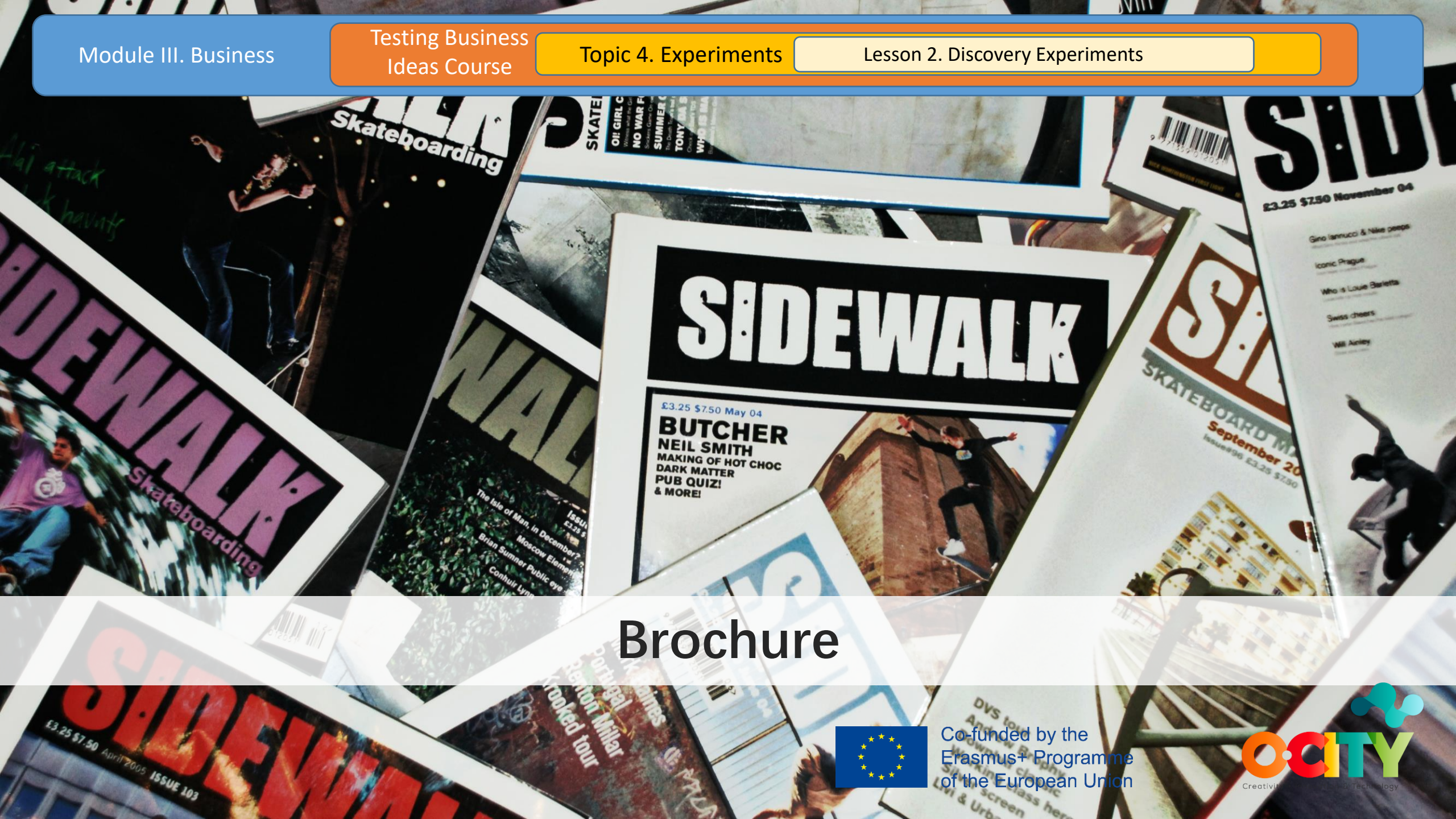
Storyboard

Illustrations are shown in series for the purpose of visualizing an interactive experience.



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Brochure



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Explainer Video



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Boomerang

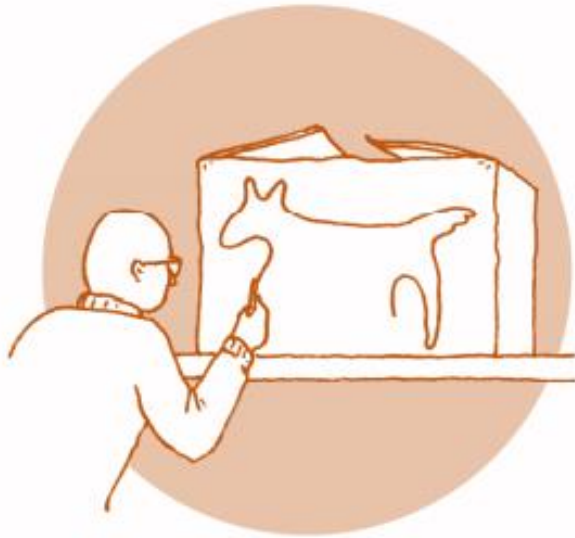


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Pretend to Own

Creating a non-functional prototype of a low-fidelity solution to determine if it fits into the everyday life of the customer.



Prepare

- ✓ Sketch a product idea
- ✓ Collect the materials
- ✓ Define Time
- ✓ Create Pretend to Own product
- ✓ Keep a record



Execute

- ✓ Launch Pretend to Own experiment
- ✓ Track usage in experiment log



Analyze

- ✓ Review your log for events
- ✓ Use your findings to inform your experiment about greater fidelity

Performance & Prioritization Discovery



Product Box

Speed Boat

Card Sorting

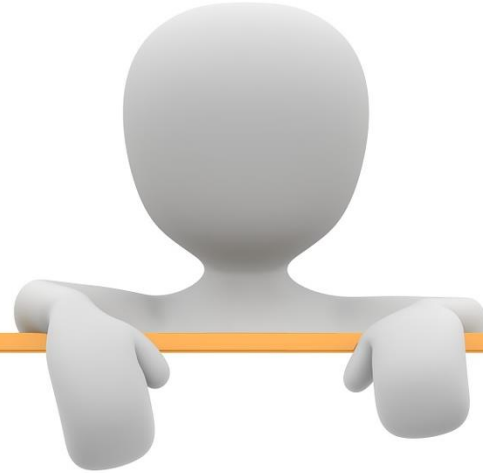
Buy a Feature



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Conclusions



The best way to choose an experiment
is to choose it **according to your
needs and capabilities.**





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