




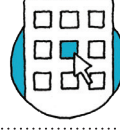




Experiment Library

Discovery Experiments

| TYPE | EXPERIMENT | COST | SETUP TIME | RUN TIME | EVIDENCE STRENGTH | THEME |
|--|-------------------------------|-------|------------|----------|--|--|
| Exploration  | Customer Interview | ●●○○○ | ●●○○○ | ●●○○○ | ●○○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Expert Stakeholder Interviews | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Partner & Supplier Interviews | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | A Day in the Life | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Discovery Survey | ●●○○○ | ●●○○○ | ●●○○○ | ●○○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| Data Analysis  | Search Trend Analysis | ●○○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Web Traffic Analysis | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Discussion Forums | ●○○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Sales Force Feedback | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Customer Support Analysis | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| Interest Discovery  | Online Ad | ●●●○○ | ●●○○○ | ●●●○○ | ●●●○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Link Tracking | ●○○○○ | ●○○○○ | ●○○○○ | ●○○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | 404 Test | ●○○○○ | ●○○○○ | ●○○○○ | ●○○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Feature Stub | ●○○○○ | ●○○○○ | ●○○○○ | ●○○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Email Campaign | ●○○○○ | ●○○○○ | ●○○○○ | ●○○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Social Media Campaign | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| Referral Program | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY | |
| Discussion Prototypes  | 3D Print | ●●●○○ | ●●●○○ | ●●●○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Paper Prototype | ●○○○○ | ●●○○○ | ●●○○○ | ●○○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Storyboard | ●●○○○ | ●●○○○ | ●○○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Data Sheet | ●○○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Brochure | ●○○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Explainer Video | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Boomerang | ●●○○○ | ●●○○○ | ●●○○○ | ●○○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| Pretend to Own | ●○○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY | |
| Preference & Prioritization Discovery  | Product Box | ●●○○○ | ●●○○○ | ●○○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Speed Boat | ●●○○○ | ●●○○○ | ●○○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Card Sorting | ●●○○○ | ●●○○○ | ●○○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Buy a Feature | ●●○○○ | ●●○○○ | ●○○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |

Validation Experiments

| TYPE | EXPERIMENT | COST | SETUP TIME | RUN TIME | EVIDENCE STRENGTH | THEME |
|---|---------------------------|-------|------------|----------|-------------------|--|
| Interaction Prototypes  | Clickable Prototype | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Single Feature MVP | ●●●○○ | ●●○○○ | ●●○○○ | ●●●○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Mash-Up | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Concierge | ●○○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Life-Sized Prototype | ●●●○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| Call to Action  | Simple Landing Page | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Crowdfunding | ●●●○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Split Test | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Presale | ●●○○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Validation Survey | ●●○○○ | ●●○○○ | ●●○○○ | ●○○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| Simulation  | Wizard of Oz | ●●○○○ | ●●○○○ | ●●○○○ | ●●●○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Mock Sale | ●○○○○ | ●○○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Letter of Intent | ●○○○○ | ●○○○○ | ●●○○○ | ●○○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Pop-Up Store | ●●●○○ | ●●○○○ | ●●○○○ | ●●○○○ | DESIRABILITY · FEASIBILITY · VIABILITY |
| | Extreme Programming Spike | ●●○○○ | ●○○○○ | ●●○○○ | ●●●○○ | DESIRABILITY · FEASIBILITY · VIABILITY |