




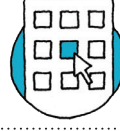




# Experiment Library

## Discovery Experiments

TYPE	EXPERIMENT	COST	SETUP TIME	RUN TIME	EVIDENCE STRENGTH	THEME
<b>Exploration</b> 	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
<b>Data Analysis</b> 	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
<b>Interest Discovery</b> 	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	
<b>Discussion Prototypes</b> 	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	
<b>Preference &amp; Prioritization</b> 	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
<b>Interaction Prototypes</b> 	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
<b>Call to Action</b> 	Simple Landing Page	●●○○○	●●○○○	●●○○○	●●○○○	DESIRABILITY · FEASIBILITY · VIABILITY
	Crowdfunding	●●●○○	●●○○○	●●○○○	●●○○○	DESIRABILITY · FEASIBILITY · VIABILITY
	Split Test	●●○○○	●●○○○	●●○○○	●●○○○	DESIRABILITY · FEASIBILITY · VIABILITY
	Presale	●●○○○	●●○○○	●●○○○	●●●○○	DESIRABILITY · FEASIBILITY · VIABILITY
	Validation Survey	●●○○○	●●○○○	●●○○○	●○○○○	DESIRABILITY · FEASIBILITY · VIABILITY
<b>Simulation</b> 	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