TESTING THE SOLUTION
(TYPES OF TESTS)

1

WHAT IS THE GOAL OF THE TEST

Proof of Concept: Proves Technical Feasibility

Prototype: Demonstrates the Business Concept

MVP: Validate the idea; find product-market-fit based on end user feedback

2

PROOF OF CONCEPT

OBJECTIVE: DEMONSTRATE THE SECRECT SAUCE ACTUALLY WORKS

- Technical functionality
- Efficacy of key technology/innovation
  - Patents, peer-reviewed research, demonstrations
  - Algorithms produce accurate, relevant results

Eg: Baked! ; Theranos ; RMS Pricing Algorithms

- Verify the development approach
- Check feasibility
- Define your solution's limitations
- Evaluate resources needed
- Reduce the likelihood of later failures

3

PROOF OF CONCEPT - RMS

Smart menu pricing to maximize restaurant profits

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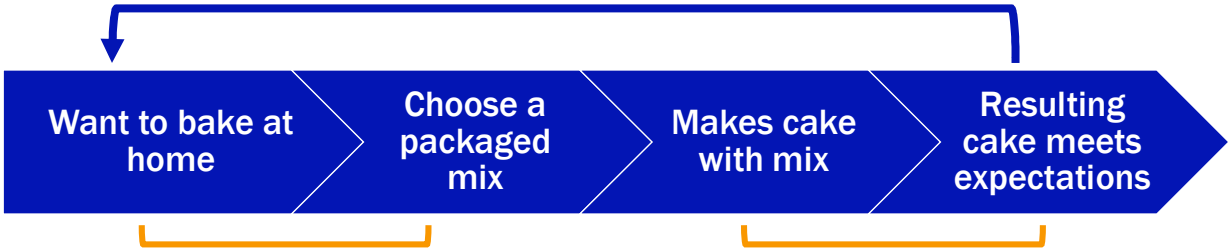
PROOF OF CONCEPT – BAKED!

Vegan, GF prepackaged baking mixes



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PROTOTYPE

OBJECTIVE: DEMONSTRATE THE BUSINESS CONCEPT

- The business idea
- The use case
- The interaction between customer/company
- The UI/UX
  - Discovery of subjective preference
  - Validation of customer interest

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PROTOTYPE - PROCESS

Map

1. What your product/svc needs?
2. What do people do when they interact with it?
3. What does the person need to do to get a result?

Sketch

DIGITAL
- Screens / Steps
- Each screen must have an action to leads to a next step
- Stay abstract
- Start with 1st & Last steps

PHYSICAL
- Surfaces
- Internals

Prototype

DIGITAL
- Click Dummies
- Figma
- Marvel
- inVision

PHYSICAL
- Cardboard, 3D printing
- Frankensteining

Test

- Explain the goal, and let the subject figure out what to press, what to do.
- Have them think out loud

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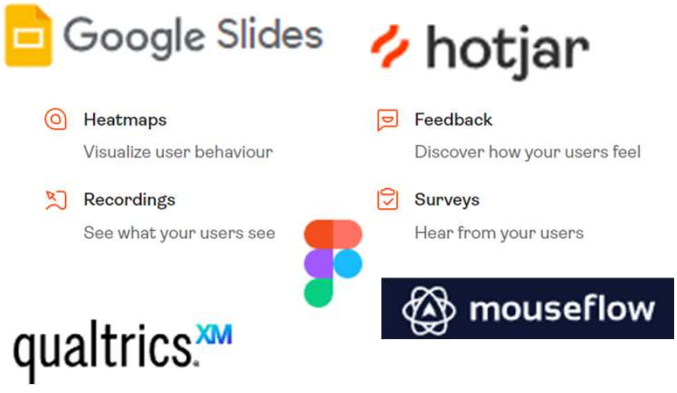
PROTOTYPING – NEXT STEPS

Best Practices

- Low Fidelity
  - Clickable wireframe
  - Paper
- High Fidelity



https://its.sfsu.edu/service/surveysqualtrics

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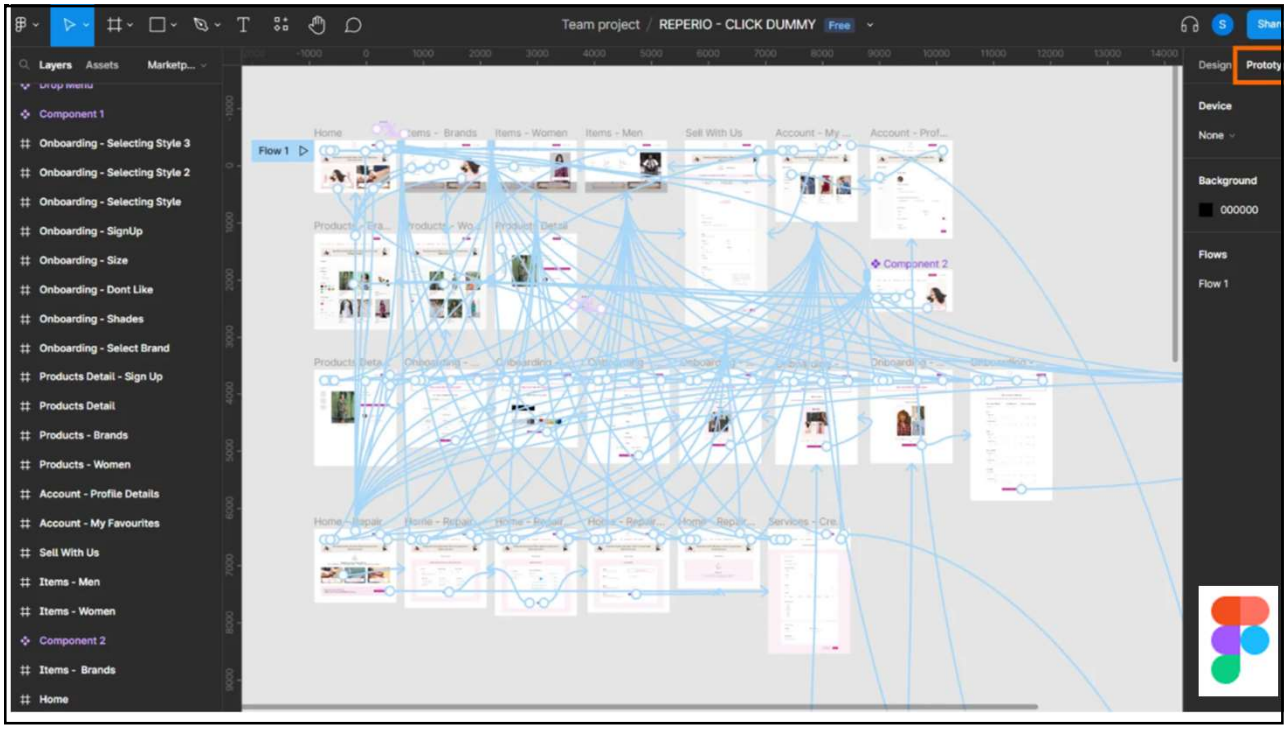

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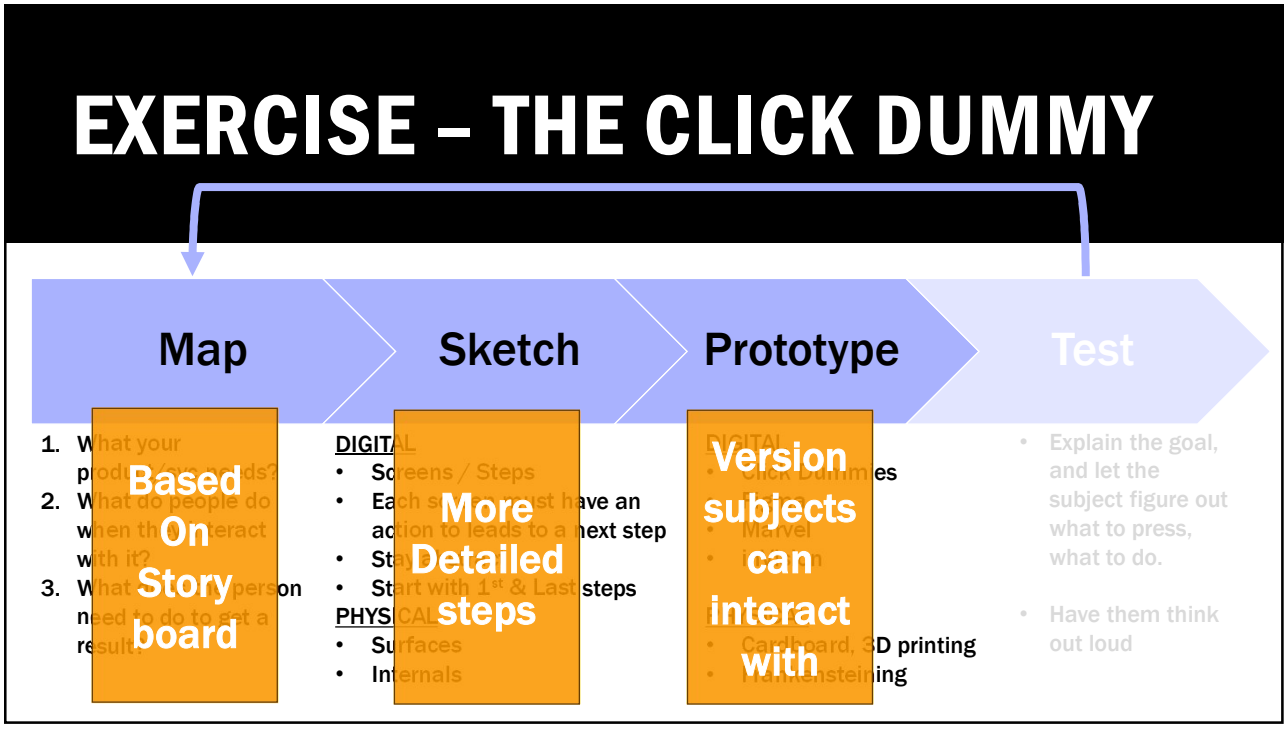
EXERCISE – THE CLICK DUMMY



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TEST TYPE SUMMARY

	PoC	Prototype	MVP
Goal	Prove technical feasibility	Demonstrate business concept	Validate an idea & find a product-market fit based on real end-user feedback
Development time	Days/weeks	Weeks	Months
Audience	Researchers, Developers	Stakeholders, Investors, Focus groups	Early adopters, Investors
Use case	Test technical aspects	Fill gaps in a flow, pitch the product idea	Look for a market fit by assessing user feedback, Get funding
Risk evaluation	Reduces risk of technical problems	Reduces risk of user dissatisfaction	Reduces risk of building a product with no market
Investment	Small budget	Medium budget	Well-defined budget
Revenue	Not for sale	Not for sale, Generates further investment	Sells to early adopters, Generates investment
Futher use	Technical prototype or MVP development	MVP development	Full-fledged product development

https://www.techmagic.co/blog/content/images/2022/07/PoC-vs.-Prototype-vs.-MVP-5.png

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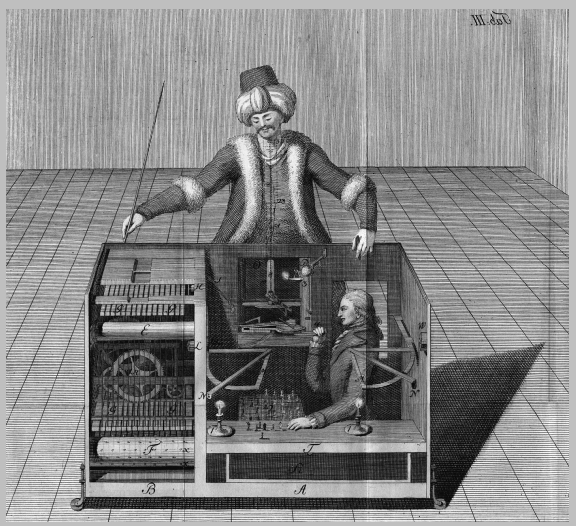
MVP TYPES

- The Virtual Concierge (Manual)
- "Marketplace"
  - Forums
  - Surveys
  - Forms
- Spreadsheet MVP
- No-code
- Coding / Automation



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DELIVERABLE – POC & PROTOTYPE

1. Storyboard of how the product/service works.
2. Expanded detail (sketch or specs) of how people interact with the product/service.
3. An interactive prototype, that can be used, repeatedly, to test how the customers would interact with the product/service.

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