Types of Experiments

Demand experiments
Testing and measuring real-world demand

Income experiments
Testing pricing / revenue model and price elasticity

Creative experiments
Testing brand, creative execution, copy and content

Feature experiments
Testing feature, functionality and value propositions

Process, system and people experiments
Defining the user journey, processes and systems needed for delivery

Business model experiments
Testing the financial viability and sustainability of an idea

Route-to-market experiments
Testing the routes, partners and channels to grow an idea

UX experiments
Testing the user experience of of ideas exploring specific features and functionality

Impact experiments
Testing, measuring and optimising the impact an idea has on people and planet

Competitive experiments
Confirming a gap in the market and testing performance against competitors

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Idea and brand visualising	Rapid digital prototyping (Marvel, Uizard)	Landing page and social media	A–B Smokescreen test	Audience representation / scoping	User journey map	Mystery shopping
Survey ranking	High-fidelity digital prototyping (Figma)	Physical pop-up space	F2F user hot-housing	Keyword experiments	Systems, people & process map	Competitor mapping
F2F user hot-housing	Experience walk-through	Direct sales	5 second test and first click testing	Partnership pitching	Delivery audit and gap analysis	Competitor clashing
Kano Analysis	Experience Role play	Rapid preference tests	Brand clashing	Channel testing	Operating model blueprint	Rapid financial models
Impact role play	Before and after	Impact pulse-check	Impact cohort testing	Market sizing experiments	Detailed financial models & scenario tests	Canvas business model

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To pick your next experiment, start with questions you want to answer next

Key questions

→ What's your idea's single-minded value proposition?

→ What are the key features and functionality?

→ What are the key moments in the user journey?

Idea and brand visualising

Best if…
You want to better visualise a feature or functionality to get feedback directly from users.

Survey ranking

Best if…
You want to backup feature prioritisation decisions with quant data and what you're testing is easy to visualise, communicate and understand.

Feature hot-housing

Best if…
You want to backup feature prioritisation decisions with qual data and you need to explore human needs and preferences.

Kano Analysis

Best if…
You want to prioritise an existing set of competing features and functionality that are already clearly defined.

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Key questions

→ How do users want to experience key features and functionality?

→ What's the wider customer journey?

→ How do we enhance UX and retention?

Rapid digital prototyping
(Marvel, Uizard)

Best if...
You want to define the digital UX. You're building a digital product, service or touchpoint and you have low confidence in the structure of the UX.

High-fidelity digital prototyping
(Figma)

Best if...
You want to tweak or enhance the digital UX. You're building a digital product, service or touchpoint, you have a clear idea of the UX but you want to optimise it.

Experience walk-through

Best if...
You want to define the physical UX. You're experimenting with an in-person product or service and you want to test an end-end user experience.

Experience role play

Best if...
You want to tweak or enhance a physical touchpoint. You're want to test a specific touchpoint in a user journey that requires a human-human experience.

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Key questions

➔ Is there demand for your idea in the real world?

➔ Can you acquire people for a sustainable cost?

Landing page and social media

Best if...
You want to test demand for a B2C idea digitally. You're selling a digital-led product or service, you'd expect your primary route-to-market to be online, your target market is easiest to target through online channels.

Physical pop-up space

Best if...
You want to test demand for a B2C idea in-person. You expect your primary route-to-market to be offline or your target market is easiest to target in a physical location.

Direct sales

Best if...
You want to test a B2B proposition. You have a smaller target market with a high-value proposition requiring an elongated and personalised sales process.

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Key questions

➔ Will users pay or fundraise for it?

➔ How do users want to pay or fundraise?

➔ How much will they pay?

Rapid preference tests

Best if…
You want early stage insight on intention to pay and a better understanding of price ranges.

A-B Smokescreen test

Best if…
You want to validated price elasticity, helping you inform final pricing strategy and financial models. You have a smokescreen you can use to test with real users in-market.

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Key questions

→ How do you position the idea in-market?

→ What brand, logo, look and feel will cut-through?

→ What's our tone of voice and what language lands?

F2F user hot-housing

Best if…
You want to explore branding or language directions with qual data and you need to explore human needs and preferences.

5 second test and first click testing

Best if…
You want to prioritise a small number of competing brand or creative directions. Most ideal for content or creative that will be used in a 'busy' context (e.g. social media).

Brand clashing

Best if…
You want to test how your brand is comparing to competitors or it's ability to cut through in the market.

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Key questions

→ Where is your audience convening?

→ Which channel best converts your audience?

→ Which partners can help you achieve scale?

Audience representation / scoping

Best if…
You want to explore where your audience can effectively be targeted. You're open to using any channels.

Keyword experiments

Best if…
You're looking to size the demand for a user problem on Google ads.

Partnership pitching

Best if…
You want to maximise acquisition through a partnership model. You'll have an idea that compliments or adds value to market leaders.

Channel testing

Best if…
You need data on which channels will perform best for targeting your audience. You'll have a working prototype to direct prospective users to.

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Key questions

➜ What's required on the back-end to deliver the idea?

➜ How prepared is your team / organisation to deliver the idea?

➜ Where do you need to invest to be ready to deliver?

User journey map

Best if…
You want to rationalise the comprehensive user journey. You've already got definition around key features, functionality and touchpoints.

Systems, people and process map

Best if…
You've already got definition around the user journey. You want to define the internal systems, people and processes required to enable the user journey (CRM, dataflows, team accountability etc.)

Delivery audit and gap analysis

Best if…
You've already got definition around the user journey. You need to understand where you need to build, buy or borrow support to fill the gaps.

Operating model blueprint

Best if…
You've already got definition around the user journey, supporting systems, people and processes. You want to define and communicate how the idea will be operationalised.

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Key questions

→ Is there a big enough market for your idea?

→ Is there a viable business / funding model that can unlock value from the market?

→ How risky is the business / funding model?

Market sizing experiments

Best if…
You want to collect early-stage evidence that the market is big enough to sustain your idea.

Rapid financial models

Best if…
You want to visualise and rationalise a business model on a commercial level, demonstrating the *potential* to unlock sustainable value, but you don't have hard data to back it up yet.

Detailed financial models & scenario tests

Best if…
You want to visualise and communicate the commercial potential of an idea and you have sufficient data to plug into a comprehensive model.

Canvas business model

Best if…
You want to visualise and rationalise the business model at a conceptual level, demonstrating the interdependencies and assumptions that sit behind the model.

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Key questions

➔ Is there a gap in the market?

➔ Can your proposition cut through?

➔ What can you beg, borrow, and steal from competitors?

Mystery shopping

Best if...
You want to explore competitor's features, functionality and user journeys. You'll still be in the early stages of idea experimentation.

Competitor mapping

Best if...
You want to understand if and where the gap is in the market before you build your idea.

Competitor clashing

Best if...
You want to test how your idea is comparing to competitors or it's ability to cut through in the market. You'll need a clear value proposition and defined features.

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Key questions

➜ How do you enhance the positive impact of your idea?

➜ How do you validate behavioural change?

➜ How do you measure your impact?

Impact role play

Best if…
You want to understand or optimise the impact of a specific moment or touchpoint?

Before and after

Best if…
The impact of your idea will be immediate. You want to measure the impact of a specific product, service or experience within a timeframe and there's clear causality.

Impact pulse-check

Best if…
The impact of your idea is more subtle, nuanced and gradual. You want to collect ongoing data about the impact of your idea over an extended period.

Impact cohort testing

Best if…
You want to test multiple hypotheses about how to make your impact.

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