

MVP

PROTOTYPE TESTING PLAN

INITIAL VERIFICATION



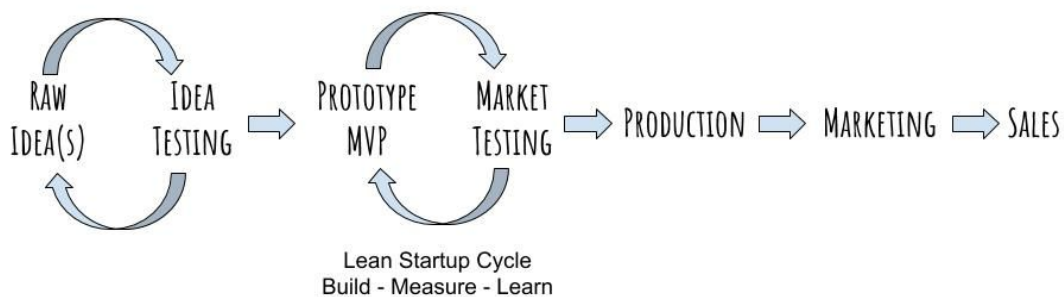
Once your team has a prototype of its product or service, it has something to guide making a more elaborate MVP. But before dedicating time to making, the prototype serves another crucial function, answering the question: is an MVP worth building? While a prototype isn't made for "trying or experiencing" the real thing, it can be used to answer time-saving questions.

For example, if users react poorly to a mockup (they're confused, don't like the layout, etc.) even if they know it's only a prototype, a team should rethink where they are going and either redesign the mockup or head in a different direction (known as a pivot). Here's the

reason: end users who signal a yellow or red light may react the same way after a team puts hundreds of hours into making the MVP.

A poorly received prototype does its job: a fast fail. Your team needs to learn as soon as possible that it may be heading in the wrong direction.

The first step in turning a prototype into an MVP is to show it or explain it to potential end users. This is the top arrow in the second loop:



If the feedback is positive, a team has a valid reason to build the MVP. If not, the team has a valid reason to think about changes. That's the lean startup cycle: build-measure-learn. In this case, the first build was a basic prototype.

Once your team has positive validation, a green light to proceed, return to your Kanban chart and select (and perhaps revise or add) tasks to the TO DO column that will result in a completed MVP. You may not have time during the half-year Academy to complete it, but you may work on your own time.

WHAT YOU'LL BE DOING

Creating a plan for testing your prototype. Continue to work on previous deliverables as needed.

INITIAL USER TESTING

A facilitator will introduce teams to user testing.

The goal of MVP testing is clear results. To avoid confusing results, your startup must prepare thoughtfully. MVP testing consists of four sequential steps:

1. Developing a testing protocol
2. Running the test(s)
3. Saving the test results
4. Analyzing the results (this was introduced in 3.5 Basic Statistics)

Today your team will work on step one.

Step One involves producing a document using the [Testing Protocol Template](#) to define the testing process. This protocol consists of all the questions or expectations the team wants to measure. Since value hypotheses guided the development of the MVP, the questions of interest must reflect those hypotheses/value propositions.

Questions should be well-articulated so teams avoid having to go back to people for clarification, asking them to explain what they meant.

Besides well-articulated questions, the protocol identifies a group of subjects needed for the testing. Not only is the customer segment specified, but the numbers of participants needed and how they are selected is described.

Second, the Protocol explains how the testing session is run, the roles of team members and what the test subjects are expected to do.

Third, plans are described for how information shared by the subjects is saved.

TEAM MEETING

Use the [Testing Protocol Template](#) to define your team's testing process.

It starts with Value Propositions. List the value propositions you feel are most important in attracting customers and/or standing out from your competitors. Expected outcomes are the things you think will happen as a result, for example, sales or customer behavior that can be measured.

Next, identify *who is needed* to provide feedback. Ideally, this will involve individuals from the customer segment or a close approximation. To do this, your team needs to answer questions like these:

- Who will buy or use our product or service?
- Where can we find some of these people to show them our prototype?
- When and where can we show these people our prototype?
- How will we show it to them?
- What are people willing to pay for our product or service?
- What do you think of the layout? The color choices?
- Are the instructions clear? What is hard to understand?
- Would you use a product like this? What are you looking for?
- What do you like about this?
- What would you change?

Describe what you want to happen during the testing. What do you want test subjects to do? Does this require getting permission in advance?

Your questions may differ; they must make sense for your product or service. Consider using a numerical scale, e.g., “on a scale of 1 to 5 where 5 is the best, how would you rate _____?”

Share your questions with a Facilitator or ask for advice.

Share your testing plans with a Facilitator for approval.

Once a Facilitator approves your plans, teams should make arrangements to conduct prototype testing (Session 9).

As you prepare for a testing session, refer to one or more of the following presentations if your team plans to use one of these methods.

[Focus Group Tips](#) The advantage of a focus group is “rich” information, including reasons given by focus group members for their answers.

[A/B Testing Tips](#) Used to compare the performance of a Webpage or an app variation. Two groups are given different versions of a page or product and asked the same questions.

[Questionnaire, Survey Tips](#) One advantage of a questionnaire or survey is that more people can participate.

[Interview Tips](#) Hold one-on-one conversations with end users to get the most information

[Observation Tips](#) Watch how end users react to problems or your product

NOTE: MVP testing doesn’t demand the rigor needed for testing restricted substances or food. If an MVP involves human or animal safety, testing will soon need to become stringent and coordinated with appropriate authorities (e.g., FDA, UL Labs, etc.). This will slow down a team’s progress--advice they should have already received in [Idea Trial](#).

Add testing task assignments to your Kanban charts. If this deliverable takes more than one session, meet to communicate progress and problems, troubleshoot and assess where you are in completing the protocol.

ASSIGNMENT FOR NEXT SESSION

Prepare for testing your prototype with end users. Choose any relevant readings from the table.

Type of Test	Sample References
Focus Groups	<ul style="list-style-type: none"> • How to conduct user experience research like a professional • FOCUS GROUP PROTOCOL • Designing and Conducting Focus Group Interviews
A/B Testing	<ul style="list-style-type: none"> • How to do A/B Testing • 36 best practices to boost conversions
Surveys, Questionnaires	<ul style="list-style-type: none"> • 8 steps to conduct a new product market research survey • 10 tips for building effective surveys
Interviews	<ul style="list-style-type: none"> • Interview Protocol • How to conduct end user interviews
Observation	<ul style="list-style-type: none"> • Conducting Observational Research • Participant Observation

You may conduct prototype testing outside session hours.

If feedback is collected from end users, start to think about how it changes tasks on the Kanban chart.