

EXPERIMENT VALIDATION MATRIX

	Qualitative Tests Deeply understanding customer insights	Quantitative Test Comprehend human behavior at scale		
Marketing Tests You need marketing learnings & insights	Marketing Material <i>Ex: Folders</i>	Letter of Intent <i>Non-binding to purchase solution in the future</i>	Smoke Test <i>Getting conversions on a landing page</i>	Ad Campaign <i>Selling your product with ads / video ads</i>
	Marketing Survey <i>Ask if the product & message is understood and needed</i>	Starbucks Test <i>Ask people on the street if they get it. Buy their coffee.</i>	A/B Testing <i>Test copy, audience and market approach</i>	Crowdfunding <i>Convince potential investors for your product or service</i>
Product Tests You need product learnings & insights	The Concierge <i>In-person service for a client that in time can be automated</i>	Wizard of Oz <i>Solution that looks automated but completed by humans</i>	A/B Testing <i>Test different designs and user flows</i>	Fake Door 404 <i>Measure interest of a new feature or service</i>
	One-on-One User Testing <i>Ex: Mockups, Wireframes</i>	The Have-at-it <i>Ex: Interactive prototype or live product</i>	Product Analytics <i>Record user behavior, clicks, mouse movement, etc.</i>	Dry-wallet <i>Measure the willingness to buy with the whole buying process</i>