



VALIDATION OPTION CARDS



OBSERVATION





VALIDATION

OBSERVATION

IMMERSION (IN-THE-FIELD)

Gaining actual first hand experience in the actual world of the customer and noncustomer by participating in every phase of their experience often reveals insights and opportunities otherwise not visible through other means.



VALIDATION

OBSERVATION

CUSTOMER ANTHROPOLOGY

Create a day-in-the-life using multiple forms of observation of the customer and noncustomer, through photos, note taking, video that can later be synthesized into observations and insight



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OBSERVATION

IN-HOUSE

Explore concepts, gather feedback, and gain alignment by speaking with internal stakeholders. This method can be done using interviews or simulation and is excellent for exploring concepts and hypotheses for your opportunity.



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SIMULATION





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SIMULATION

ROLE PLAY / BODYSTORM

Based on interaction and movement with the body, roleplaying or bodystorming is an improvisational technique of physically experiencing a situation to prototype and derive new ideas.



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SIMULATION

ROLE PLAY / BODYSTORM: SKETCH PROTOTYPING

A visualization to see how a user interacts with the product or service and what transitions in the experience look like.



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SIMULATION

ROLE PLAY / BODYSTORM: STORYBOARD PROTOTYPING

Sketches or images arranged in a sequence which show the progression of the scenes of a story.



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SIMULATION

ROLE PLAY / BODYSTORM: WIREFRAME PROTOTYPING

A lightweight schematic visual representation of a digital product or service interface used to prioritize information (substance and relationships) over decoration (style).



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SIMULATION

**ROLE PLAY / BODYSTORM:
MODEL PROTOTYPING**

Use basic materials to build a rough conceptual version of your physical product to gain feedback.



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INTERVIEWS





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INDIVIDUAL

Direct one-on-one inquiry provides a deep and rich view into the behavior, thoughts, and actions of a customer or noncustomer.



VALIDATION

INTERVIEWS

GROUP

A quick way to learn about a group or community of people to understand overall issues, concerns and behaviors.



VALIDATION

INTERVIEWS

EXPERT

Experts provide in-depth knowledge and technical information, which can be very useful when you are pressed for time.



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RESEARCH





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RESEARCH

DESKTOP

Using a search engine, journals and publications to yield new sources of information and provide new data points.



VALIDATION

RESEARCH

DATA MINING

Accessing and analyzing a collection of data amassed from a variety of sources.



VALIDATION

RESEARCH

EXPERT NETWORK COMMUNITY

Question and explore the opinions from communities of online groups with expertise your area of focus.

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**SMALL-SCALE
EXPERIMENTATION**



VALIDATION

SMALL-SCALE EXPERIMENTATION

Develop a small-scale version of your product or offering to gauge interest and/or gain a better understanding of how the product will be used in the field. The goal is to gain insight to help evolve your strategy or implementation plan. For example, floating your value proposition through a small ad to elicit responses from potential customers.