REAL STARTUP EXPERIMENT TYPES

Find an Experiment

Ask a Question

Pick a question whose answer will move your business model forward. Keep it simple.

Problem vs. Solution

Is the question about the customer problem or the potential solution?

Generate vs. Evaluate

Do you have a specific answer to that question that you want to evaluate? Or do you need to generate a number of potential answers?

Select a Tool

Match your question to a method in the same quadrant to collect the right data.

Triage an Experiment

Identify the Goal

Ask the team to identify their goal. What risk are they trying to reduce?

Analyze the Plan

Clarify what the team plans to do or is already doing. Find the corresponding experiment or a close equivalent on the matrix.

Match Goal and Plan

If the quadrants do not match, then the experiment will not generate the desired data.

Remove Biases

Use the Learn S.I.M.P.L.E. or Learn S.M.A.R.T. templates to remove potential problems and biases from the experiment design.

Problem

Generate

Methods
Contextual Inquiry
Customer Discovery Interviews
Data Mining
Experience Sampling
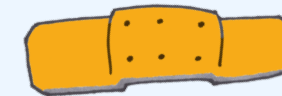Focus Groups*
Surveys* (open-ended)
Ask an Expert

Example Questions
Who is our customer?
What are their pains?
What jobs need to be done?
Is our customer segment too broad?
How do we find them?

Evaluate

Methods
Comprehension Test
Secondary Market Research
Value Proposition Test - Video
Value Proposition Test - Sales Pitch
Value Proposition Test - Pre-Sales
Value Proposition Test - Pocket
Value Proposition Test - Landing Page
Value Proposition Test - High Bar
Value Proposition Test - Flyer
Value Proposition Test - Fake Door
Value Proposition Test - Event
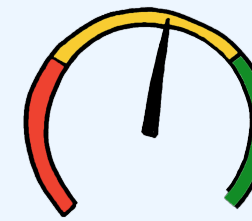Value Proposition Test - Broken Promise
Surveys* (closed-ended)

Example Questions
Will the customer pay?
How much?
How do we close the sale?
How much will marketing cost?
Can we scale sales?

Solution

Generate

Methods
Contextual Inquiry / Ethnography
Competitor Analysis
Concierge Test
Analog / Digital
Competitor Usability Testing
Demo Pitch
Picnic in the Graveyard
Solution Interview

Example Questions
How can we solve this problem?
What form should this take?
How important is the design?
What's the quickest hack?
What's the minimum feature set?

Evaluate

Methods
Analytics / Dashboards
Scorecards
Dogfooding
Usability Testing
Paper Prototyping
Wizard of Oz
Net Promoter Score Survey*
Product/Market Fit Survey*
Other Surveys* (Feature)

Example Questions
Is the solution working?
Are people using it?
Which is better?
How do we optimize?
What do people like?
Why do they do that?

Be careful with these specific methods, they are prone to error and bias.

Download instructions and more at
kromatic.com/experimenttypes