

# Accelerating In-Market Innovation

## Planning a Live Business Prototype

### Step 1. Method Selection

**Identify key users and questions that are critical to success.**

Analyze each user who is essential to the success of your proposed offering. What must be true about their experiences for your offering to be successful? Must key employees obtain specific capabilities? Must certain customers exhibit demand for particular features? Document your high-impact, low-confidence assumptions. The most sensitive assumptions are those that you must validate.

**Prioritize a mix of quantitative and qualitative research methods.**

Prioritize a mix of online and contextual prototyping methods that will effectively test your assumptions. Online methods will help you answer "what" will occur among future users of your offering, whereas contextual methods will provide opportunities to understand "why".

Method	User A			User B		
	Key Question 1	Key Question 2	Key Question 3	Key Question 4	Key Question 5	Key Question 6
Online ads				X		
Email campaigns						
Mock website	X					
UX simulations		X	X			X
Sales / pre-sales	X					
Crowd funding						
Sacrificial brand	X	X	X	X	X	X
Letters of intent						
Pop-up stores						
Service simulations		X	X	X	X	X
Built-out spaces						
Limited-run products						
Sales pitches						
Staff training				X		

Online, Quantitative Methods

Contextual, Qualitative Methods

### Step 2. Prototype Design

**Align the questions with your proposed user experience.**

Where within your proposed customer experience can your questions and assumptions be prototyped and tested? Map each question along the proposed experience, from how customers will be attracted to your offering, to how they enter and immerse themselves in the experience, to how they will exit and how the experience will be extended, afterward.

**Hypothesize answers to each question and develop stimuli.**

Develop a set of stimuli that will test your hypotheses. Your aim is to produce a fully realistic simulation of your proposed business. To collect accurate behavioral data, research participants must believe they are experiencing a real offering. . Also, if you plan to accept payment from customers to accurately test demand, you must earnestly deliver on your value proposition.

