hdk

Zürcher Hochschule der Künste
Zentrum für Weiterbildung

Kickoff Prototyping

Service Design I 21. Mai 2019

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Smalt

Anatomy of an Experiment

Forming an Hypothesis

—

For {customer segment}, we believe that {outcome} will happen when we run {experiment description}

Source: Testing with Humans von Giff Constable

Forming an Hypothesis

Testing & Learning Card

Test Card

Strategyzer

Test Name | *Deadline*

Assigned to | *Duration*

STEP 1: HYPOTHESIS

We believe that

Critical:

STEP 2: TEST

To verify that, we will

Test Cost: Data Reliability:

STEP 3: METRIC

And measure

Time Required:

STEP 4: CRITERIA

We are right if

Copyright Strategyzer AG

The makers of Business Model Generation and Strategyzer

Learning Card

Strategyzer

Insight Name | *Date of Learning*

Person Responsible

STEP 1: HYPOTHESIS

We believed that

STEP 2: OBSERVATION

We observed

Data Reliability:

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

Action Required:

STEP 4: DECISIONS AND ACTIONS

Therefore, we will

Copyright Strategyzer AG

The makers of Business Model Generation and Strategyzer

Quelle: Strategyzer - https://strategyzer.com/

Tutorial: https://youtu.be/cW46ySJmLD8

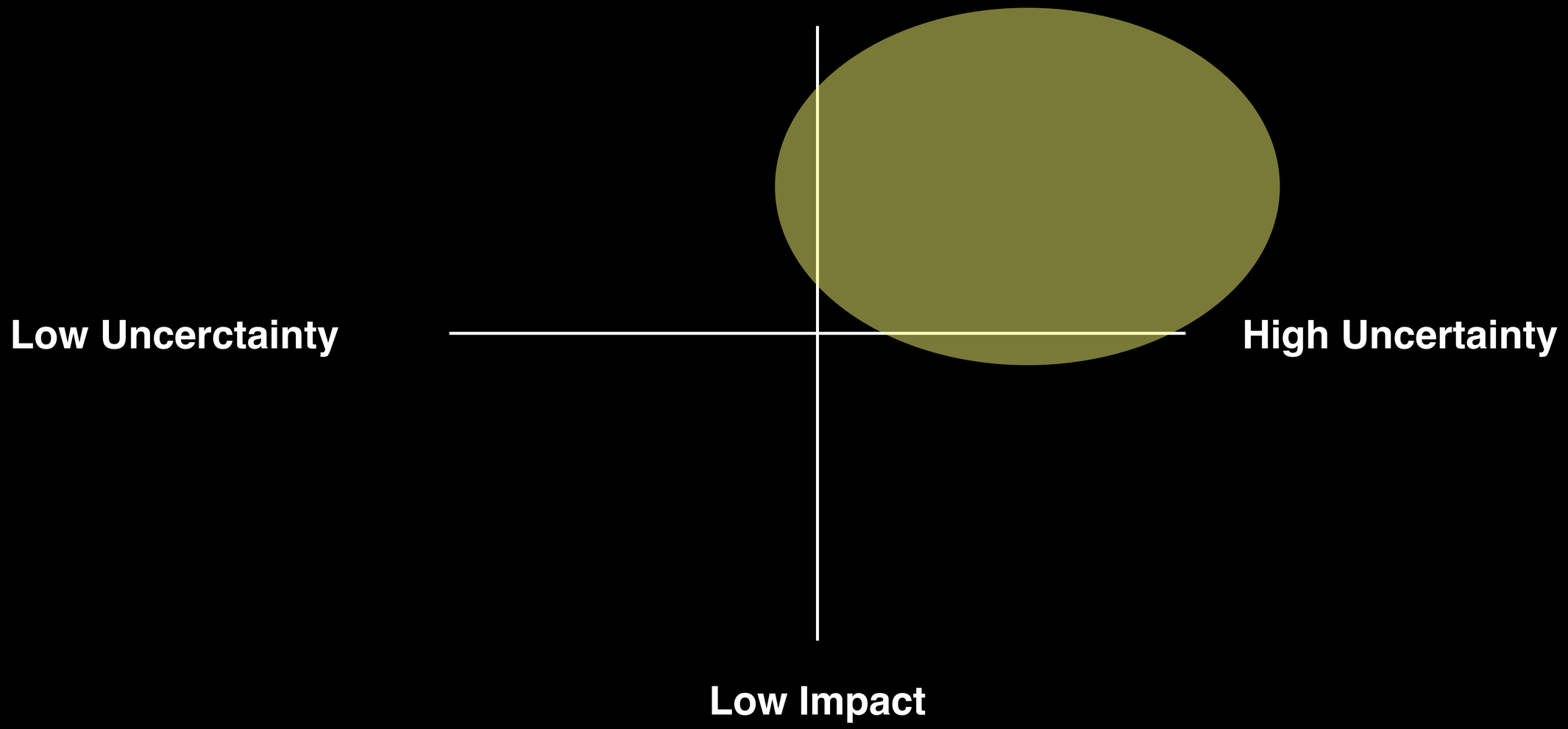
Anatomie of an Experiment

Template

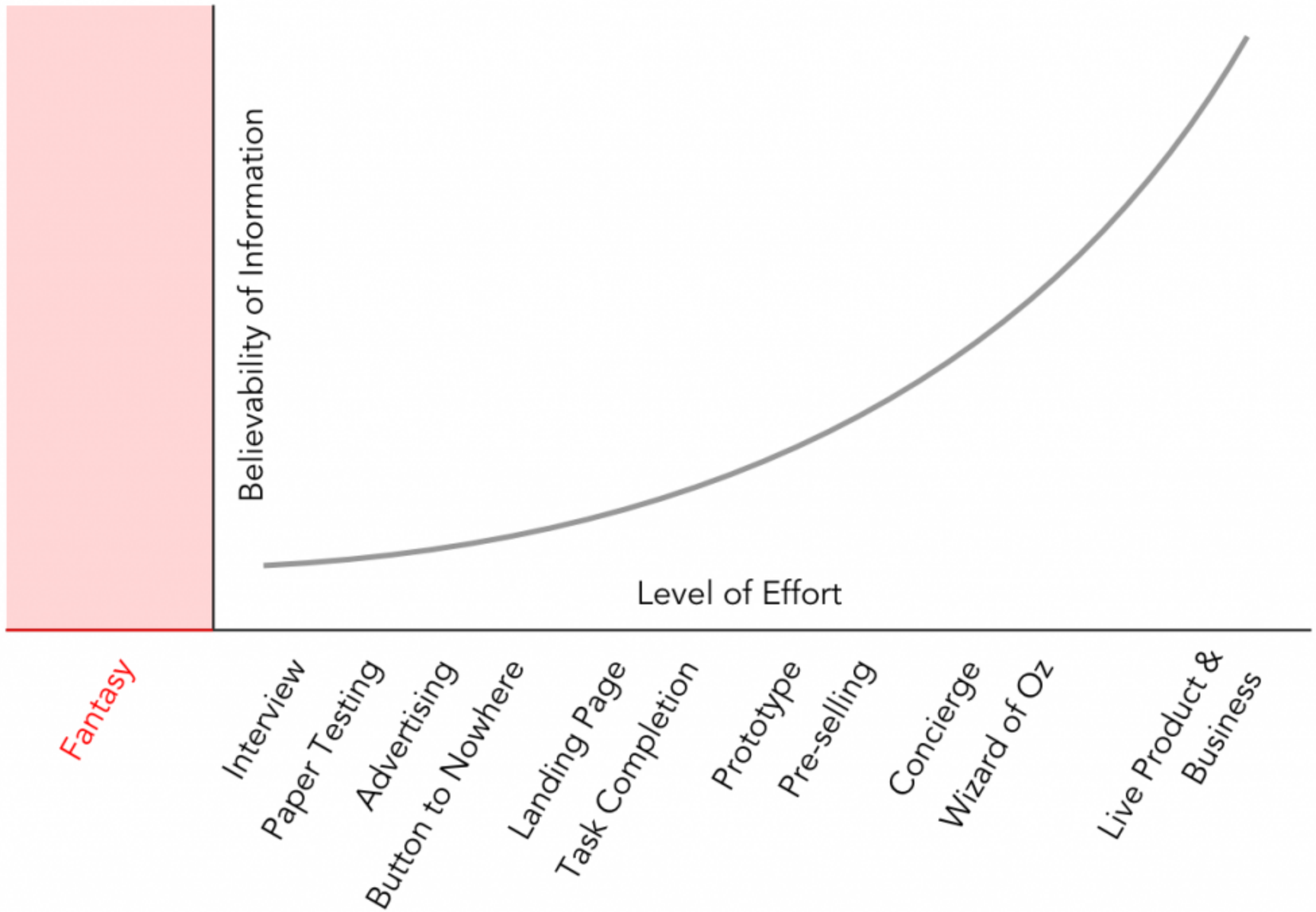
1. Which hypothesis do you want to prove or disprove?
2. For each hypothesis, what quantifiable measure indicates success?
3. Who are the target participants of this experiment?
4. How many participants do we need?
5. How are we going to get them?
6. How do we run the experiment?
7. How long does the experiment run for?
8. Are there other qualitative things to learn during this experiment?

Source: Testing with Humans von Giff Constable

Prioritize Assumptions and Hypotheses

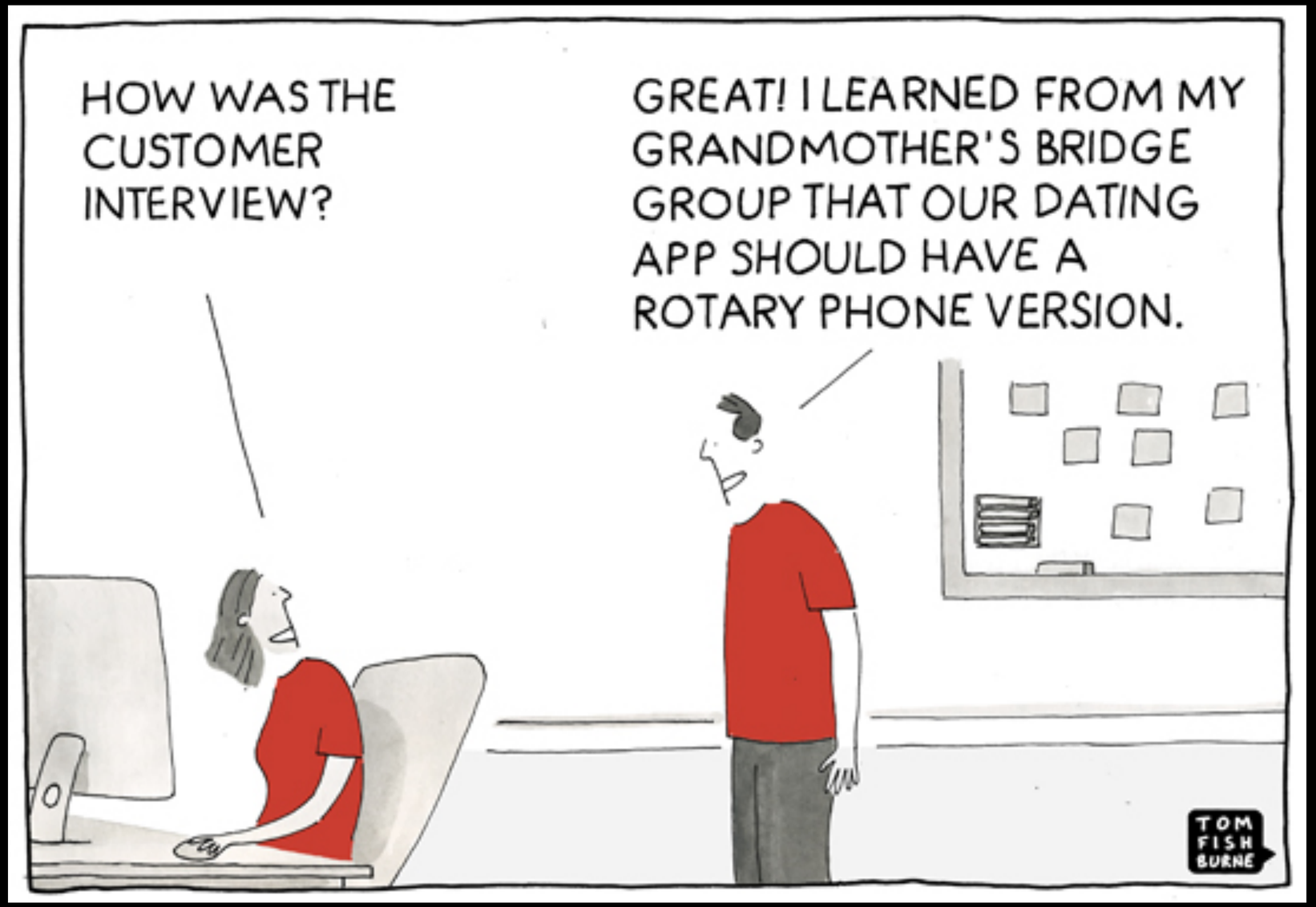


„Truth Curve“



https://giffconstable.com/2013/06/the-truth-curve/

Target Audience



Nach: Testing with Humans von Giff Constable

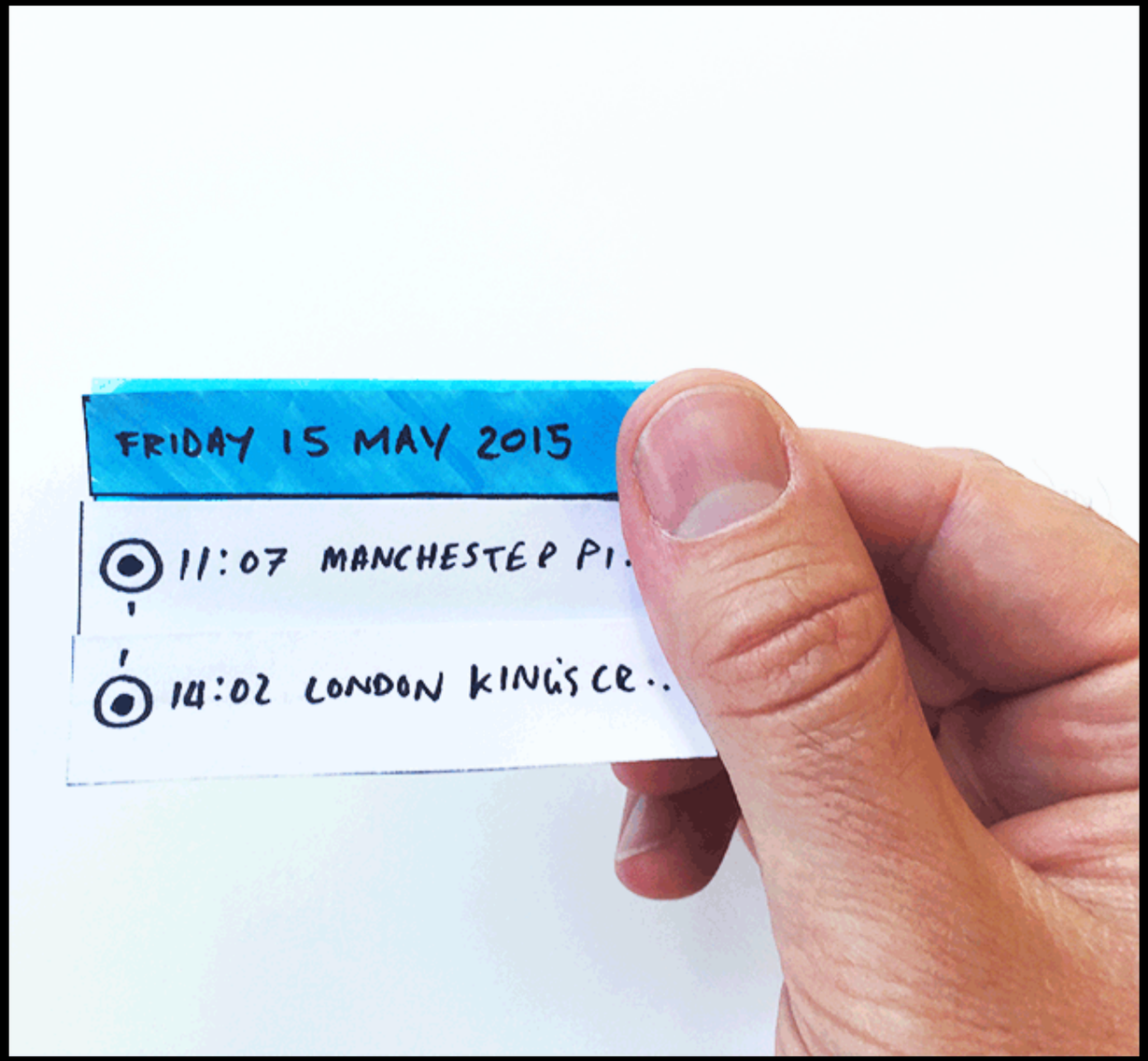
Archetypes of Experiments

Experiment Archetypes

Paper Testing | Mockups

To test if…

- Usability is good
- Functionality is understood
- …
- …



Experiment Archetypes

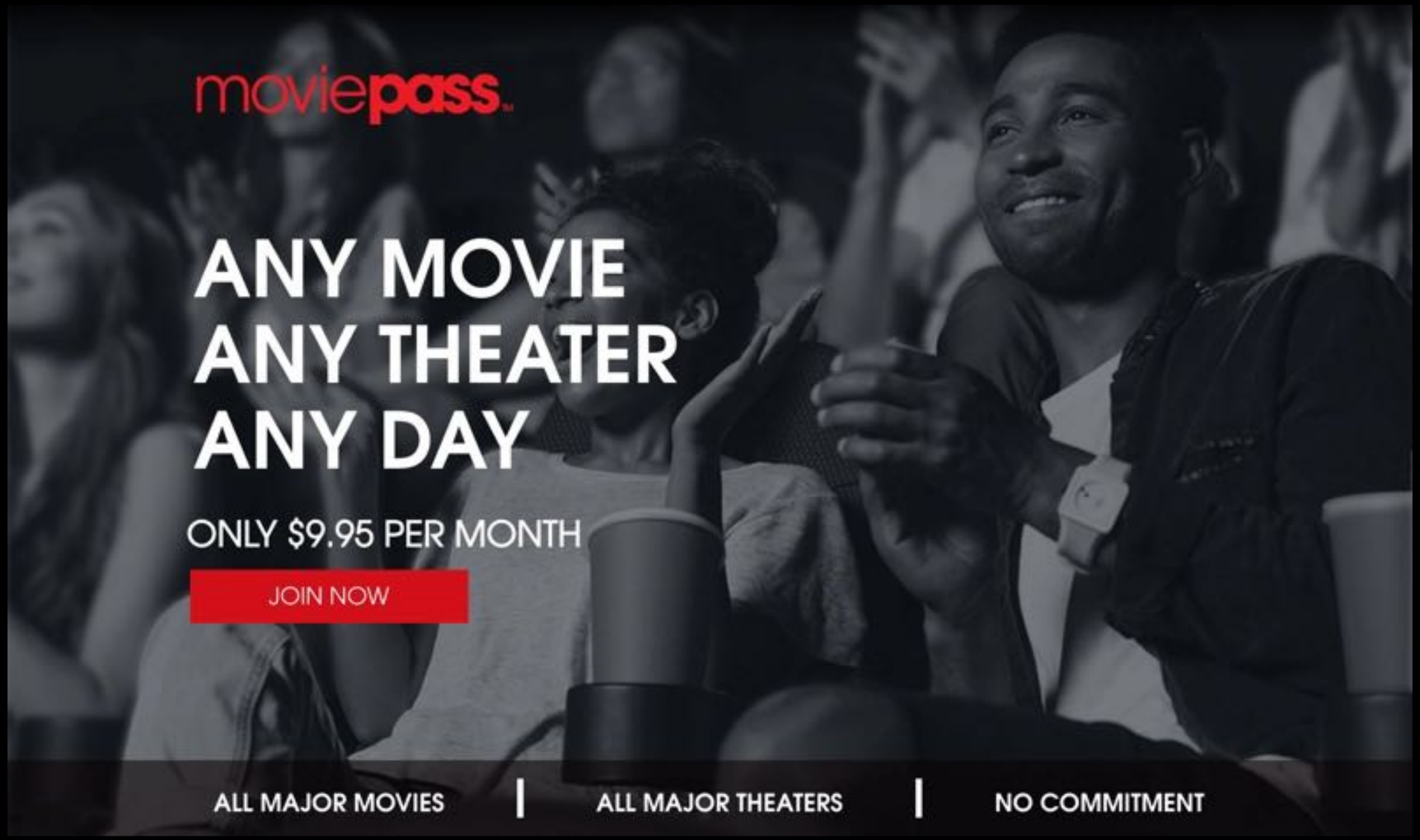
Advertising

To test if…

- the Value Proposition is working
- you are targeting the right audience
- Imagery is working
- …

Experiment Archetypes

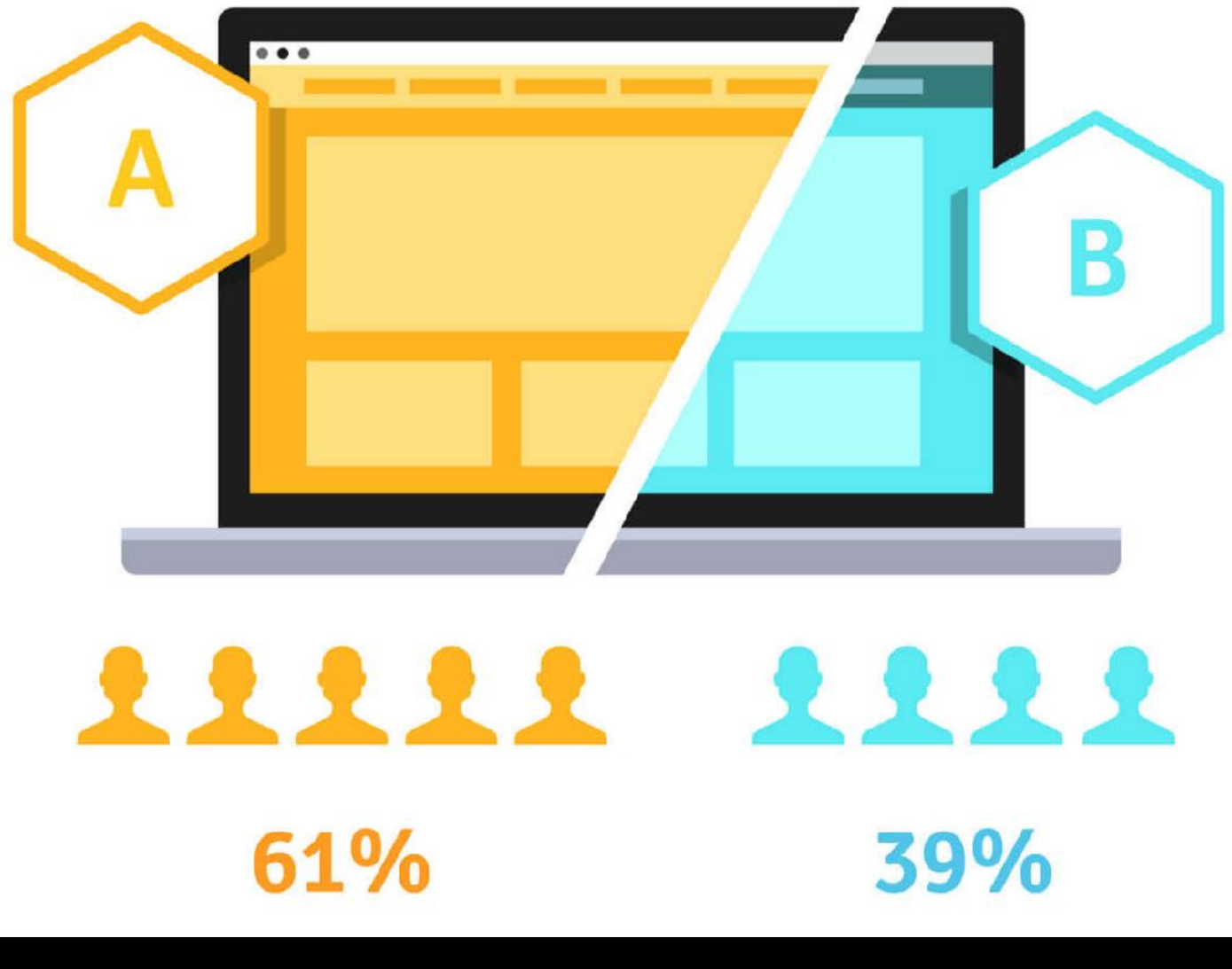
Landing Page: Testing Value Proposition



https://klientboost.com/cro/landing-page-value-proposition/

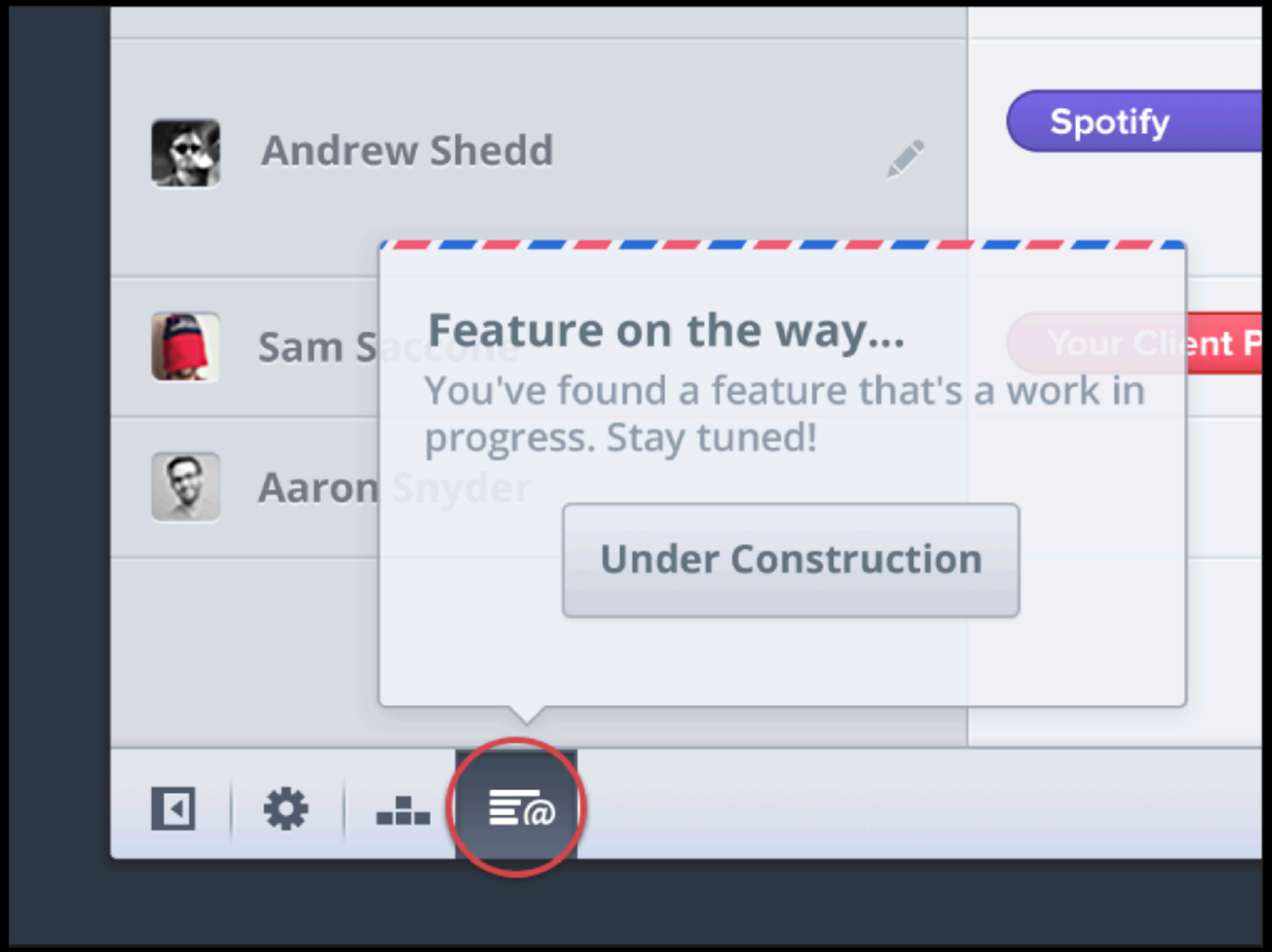
Experiment Archetypes

Landing Page: A/B



Experiment Archetypes

Button to Nowhere



https://medium.com/@kishfy/button-to-nowhere-77d911517318

Experiment Archetypes

Wizzard of Oz

Experiment Archetypes

Wizzard of Oz

Ford disguised a man as a car seat to research self-driving

Posted Sep 13, 2017 by ***Darrell Etherington*** *(@etherington)*

GOTHELF.CO / @JEFFGIFF

Experiment Archetypes

Wizzard of Oz

Experiment Archetypes

Wizzard of Oz

Experiment Archetypes

Concierge

„Concierge Experiment“ means that you openly act as the product or service (not hidden like in Wizzard of Oz).

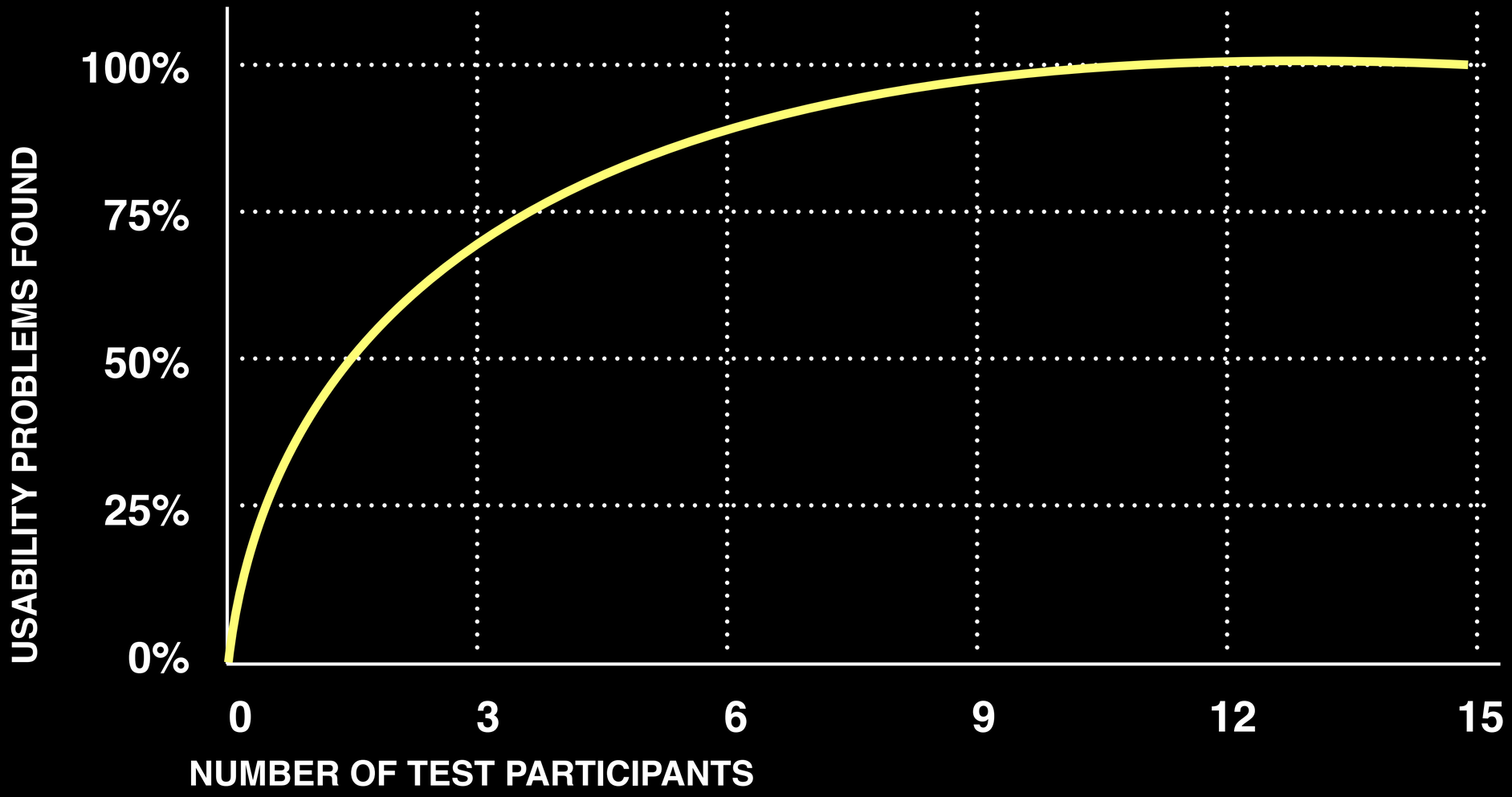
Formative vs. Summative

Formative Usability Evaluation

Formative evaluation is a type of usability evaluation that helps to "form" the design for a product or service. Formative evaluations involve evaluating a product or service during development, often iteratively, with the goal of detecting and eliminating usability problems.

Testing

NUMBER OF TEST USERS



Vgl: Nielsen Norman Group - Why you only need to test with 5 users

Summary: Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

„If a picture is worth a thousand words, a prototype is worth a 1000 meetings “

Saying at IDEO

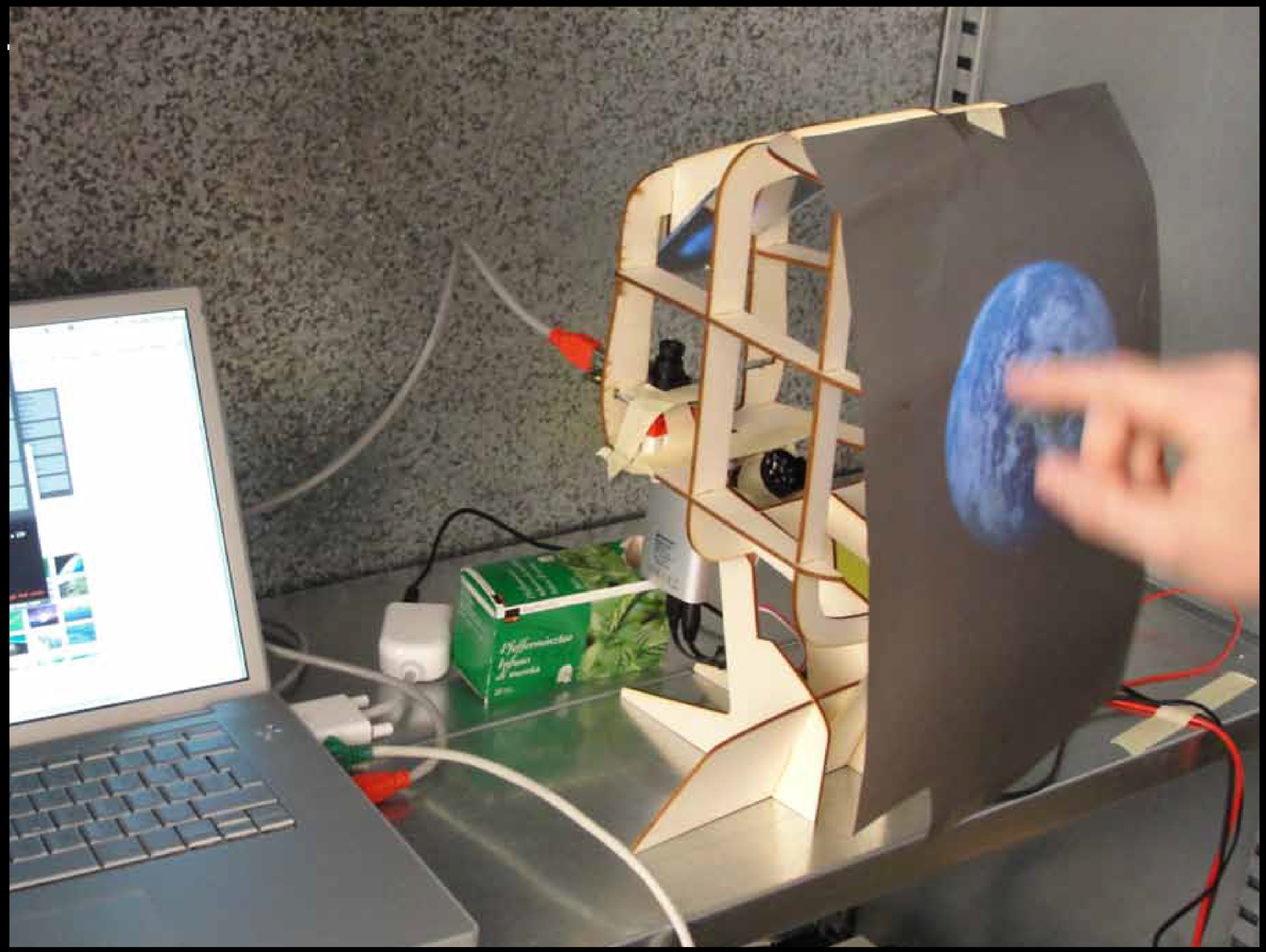
Low Fi vs. Hi Fi

How to Prototype

Testing Size & Acceptance

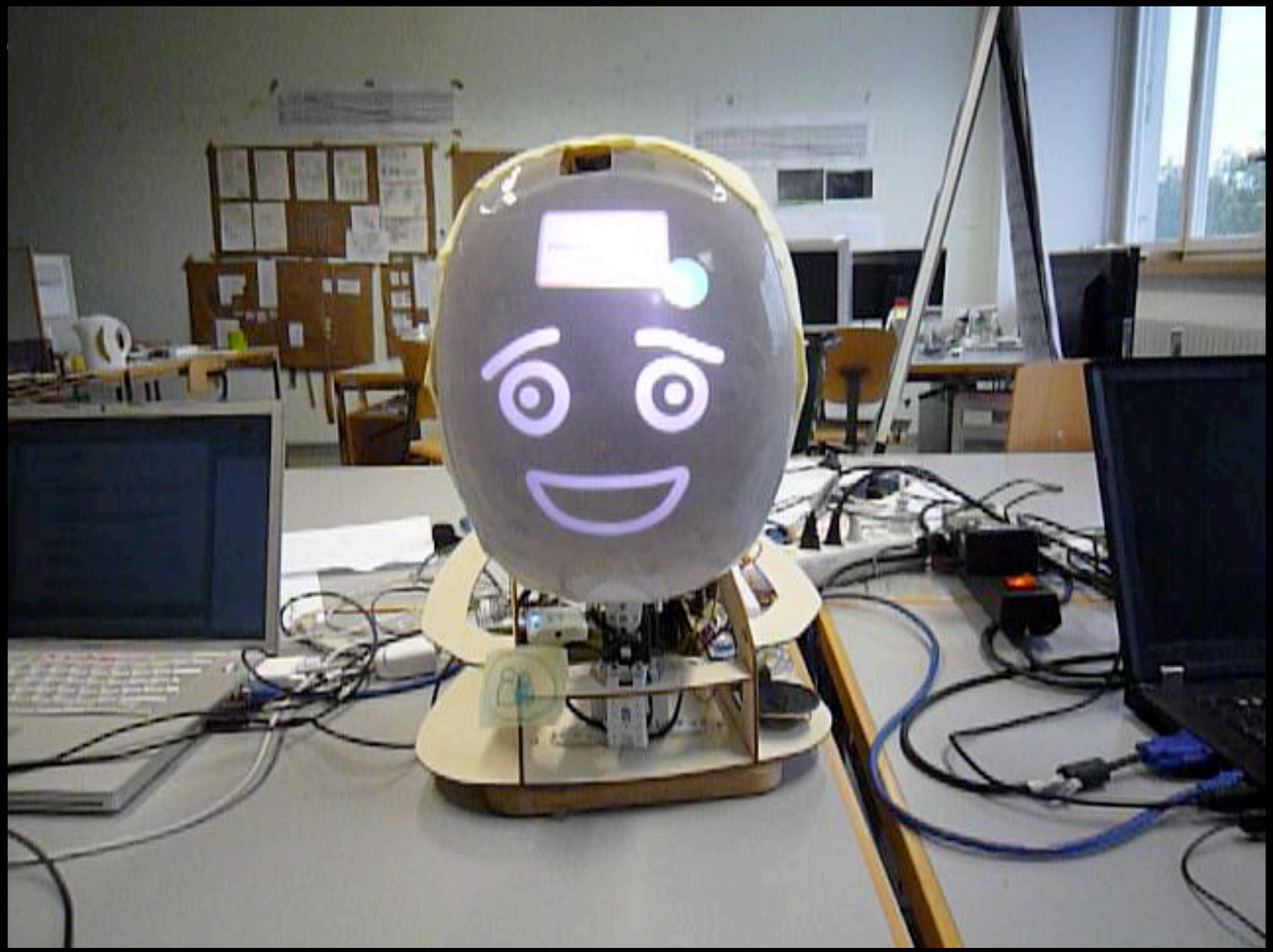
How to Prototype

Testing Technical Feasibility



How to Prototype

Testing Interaction & Behavior



How to Prototype

Testing Interaction, Behavior & Design

How to Prototype

Cardboard Prototype to Test Functionality

Source: ZHdK - CAS Design Methods 2017 / Module 3 / Physical Prototyping

How to Prototype

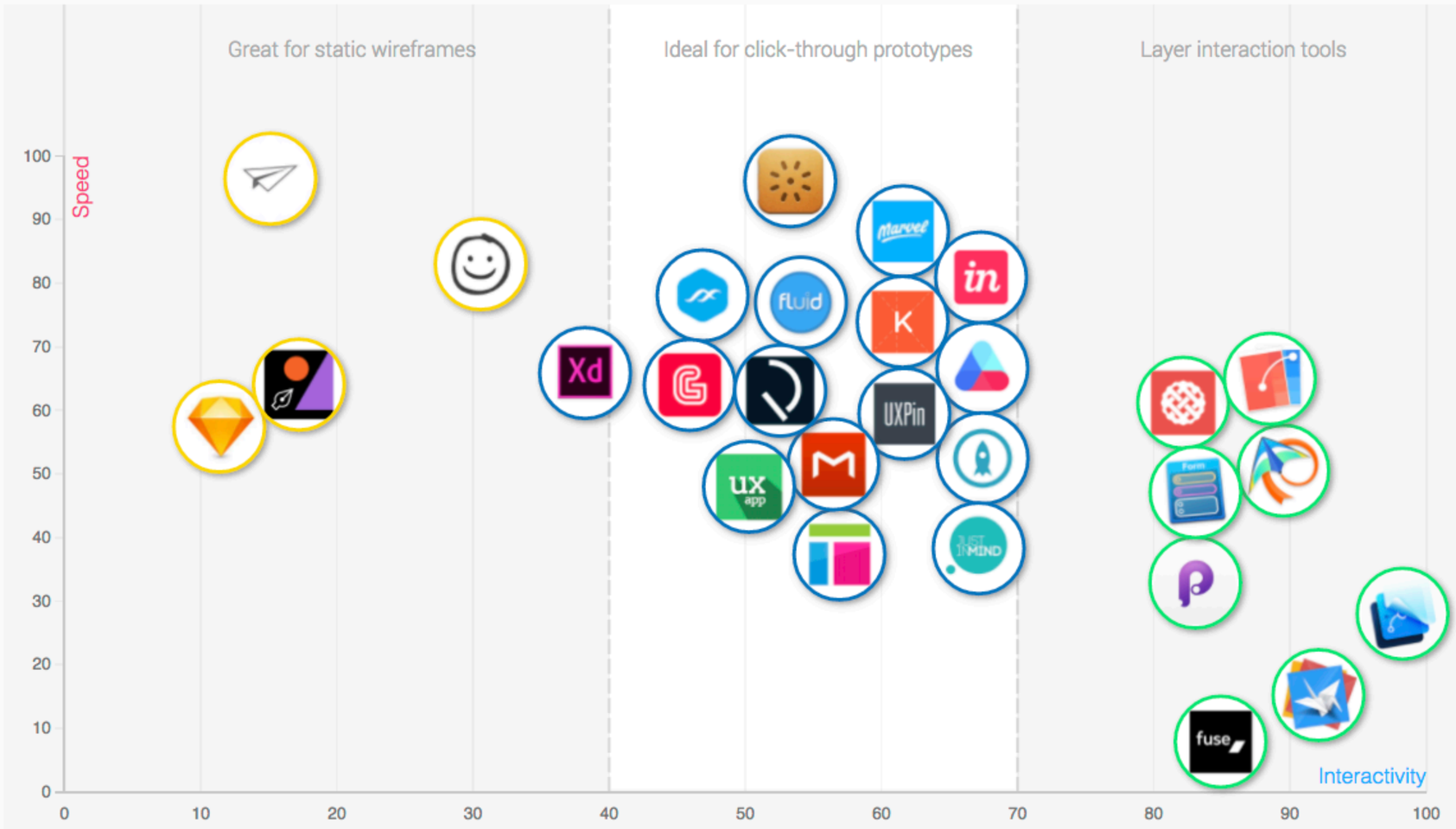
Service Enactment to Test Possible Scenarios

Source: ZHdK-EPFL Workshop on Robjects 2011

Screen Prototyping

Tools

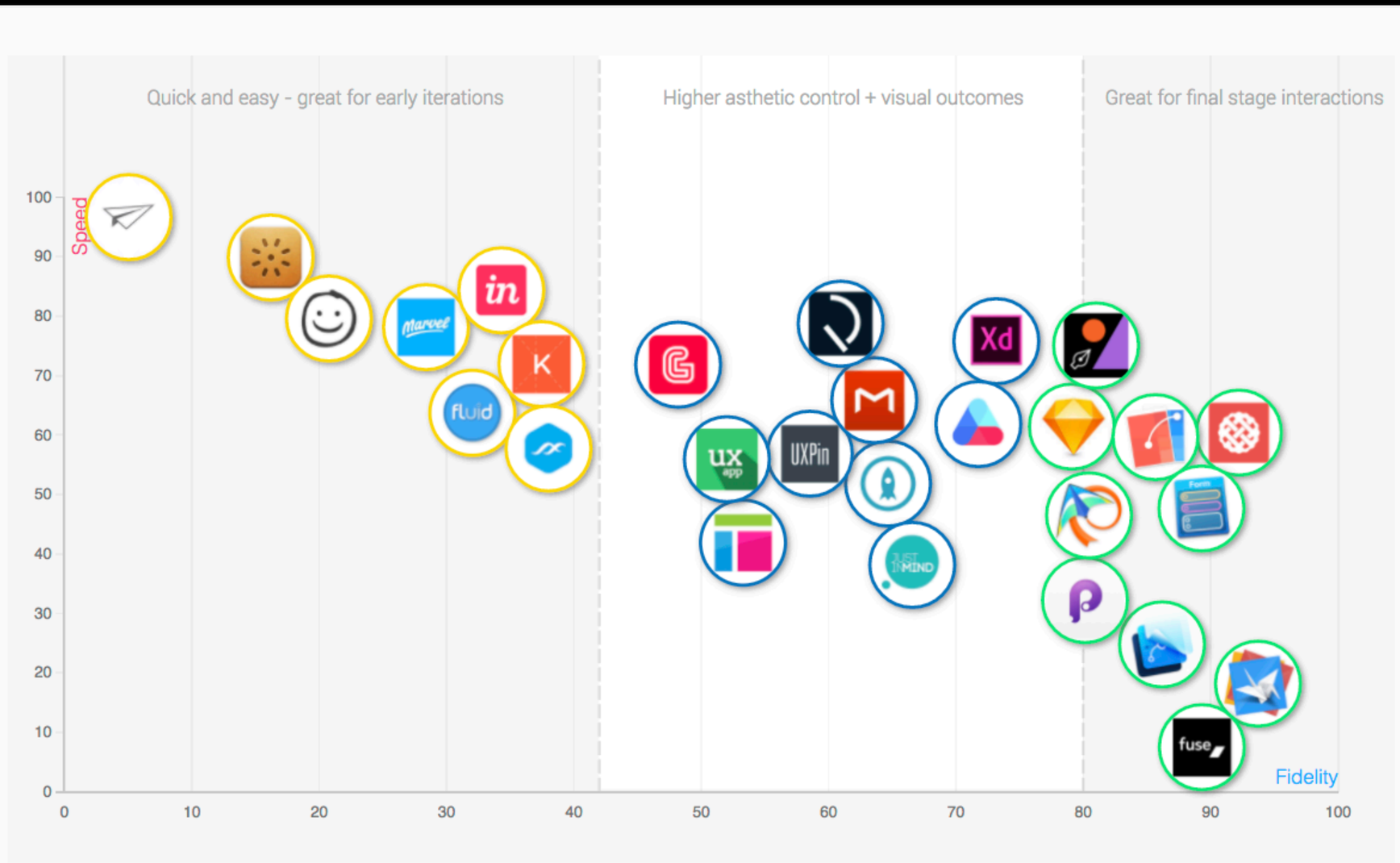
Overview - speed / interactivity



Source: http://www.prototypr.io/prototyping-tools/

Tools

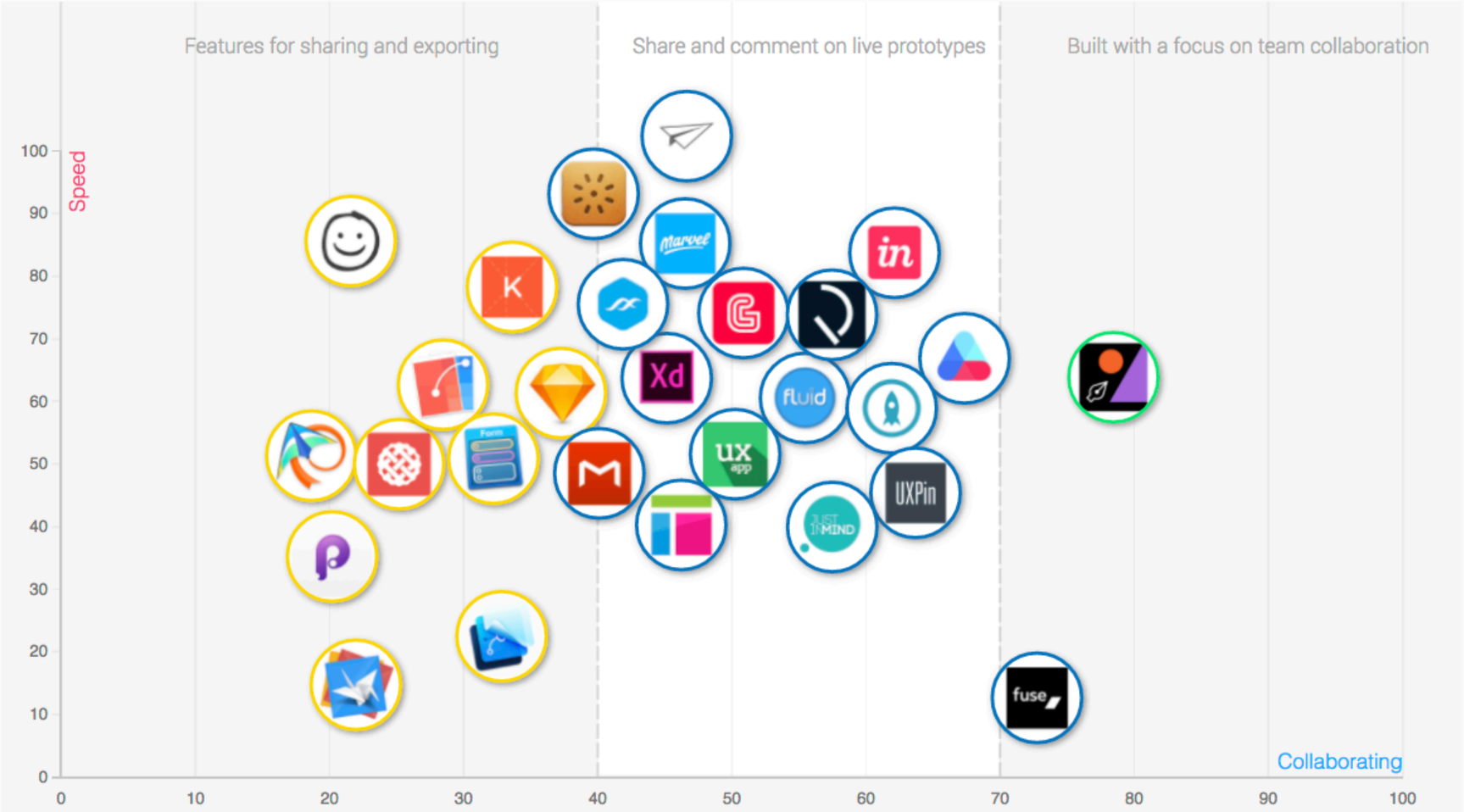
Overview - speed / fidelity



Source: http://www.prototypr.io/prototyping-tools/

Tools

Overview - speed / collaborating



Source: http://www.prototypr.io/prototyping-tools/

Tips

- When creating a mockup keep in mind: What do I want to test?
- Fully interactive Mockups are time-consuming. Split your mockup into testable segments to save time.
- Ensure the programs in your workflow can talk to each other.

Thank you!

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