



HORIZON

The Complete Guide

Innovation Validation

You will learn:

- [What is validation?](#)
 - [Why should you integrate it into your innovation process?](#)
 - [How can you validate innovation?](#)
 - [Which validation methods should you choose?](#)
 - [What validation tools are there waiting for you to be applied \(glossary\)?](#)
- 

Leading companies and brands already rely on Horizon to use consumer actions to predict the market success of their product decisions

COSNOVA
BEAUTY

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B/S/H/



ANDROS

+Babbel

What is Validation?

Validation plays a pivotal role in ensuring that innovations effectively meet the needs and expectations of consumers. Unlike in software engineering, where validation focuses on meeting technical specifications and requirements, in consumer products and services, it emphasises understanding and fulfilling consumer desires, usability, and market viability.

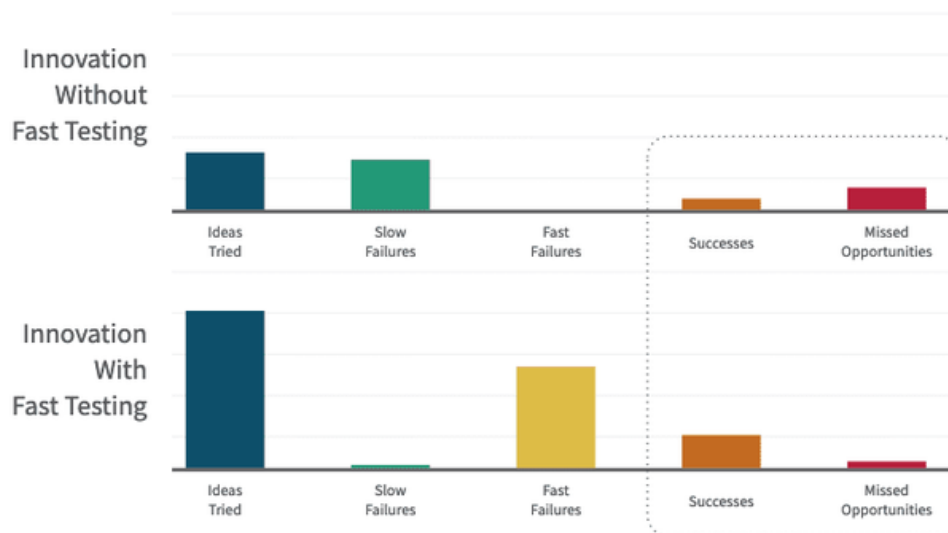
Critical Aspects of Validation:

Understanding Consumer Needs

The most crucial validation purpose is ensuring that the product or service addresses a real consumer need. Understanding consumer needs often involves qualitative and, in best cases, quantitative market research, behavioural analytics, surveys, focus groups, and studying consumer behaviour.

Pretotyping (! not a typo)

Based on the overarching principle of customer-centricity, Pretotyping (here's our [Complete Guide to Pretotyping](#)) is a methodology that suggests breaking down your idea into a lean testable form and running an experiment to validate that the product idea is something that the consumer market actually needs and will use, in the fastest possible way.



Source: <https://www.pretotyping.org/>, Alberto Savoia

Pretotyping enables the rapid testing of numerous innovative ideas, identifying the most promising ones and ensuring no opportunities are overlooked. This is the fundamental guarantee of pretotyping.

Prototype Testing

Once a concept is developed, prototypes are created and tested. The concept in case of Prototyping can be a minimal viable product (MVP) or an initial service offering. Testing with a small group of consumers helps gather feedback on the product's functionality, usability, and appeal.

Iterative Development based on Feedback

Based on feedback gathered and analysed data, the product or service is refined along the innovation process. This iterative approach involves making changes and improvements, ideally before go-to-market, to better align with consumer expectations and needs. Consumer feedback is vital at all stages of product or service development. This feedback can come from direct consumer interactions, social media, reviews, or more formal market research studies.

(Beta) Market Testing

Beyond initial prototype testing, more extensive market testing may be conducted. This can include controlled product releases, service pilot programs, or market trials to test the product's performance in real-world conditions.

Compliance and Standards

Ensuring the product or service meets relevant industry standards, safety regulations, and quality benchmarks is a part of the validation process. Compliance is essential for consumer trust and legal market entry.

Commercial Viability (Willingness-to-Pay, Pricing, Costs)

Validation also involves assessing the economic aspects, such as consumer willingness-to-pay, uncovering the best possible pricing or price increases, cost of production, and potential market size. The goal is to ensure that the product or service is desirable, usable, and commercially viable.

How Virgin Pure was able to execute a 15% price increase successfully with Horizon. See [here](#).

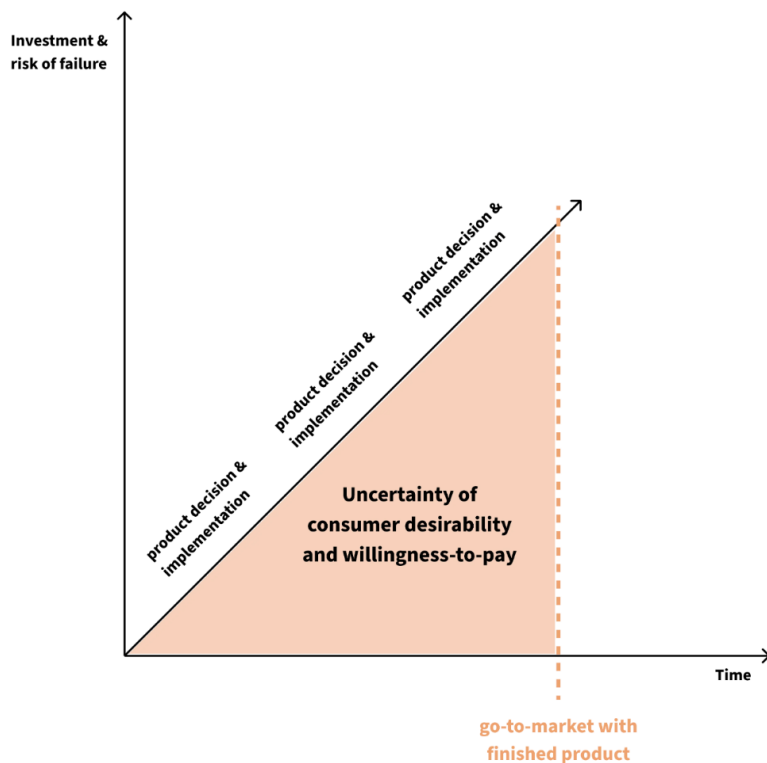
Why Should You Validate Innovation?

Validating innovation is how teams answer the following key questions in the fastest and most risk-free way:

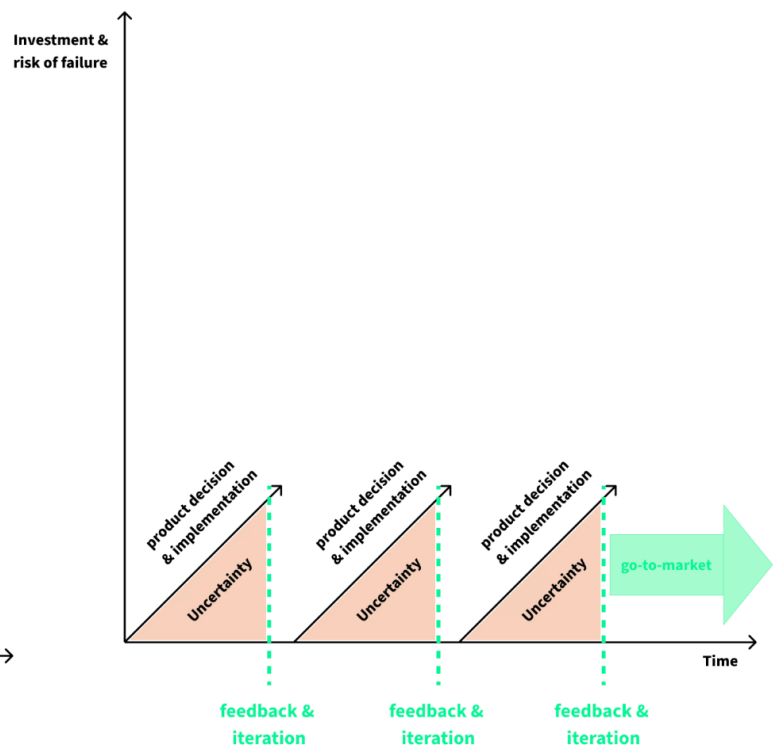
- Do consumers need or want the innovation? (Desirability)
- Can the innovation be delivered efficiently and at scale? (Feasibility)
- Will the innovation be profitable (enough)? (Viability)

Innovative consumer products and services being developed constantly face volatile market conditions and changing consumer preferences. Especially on uncertain markets and pressured prices and profits becoming ever more important than simply growth, validation of decisions that innovation teams have to make during innovation processes helps develop an idea into a product that is more likely to meet consumer demand, market desirability and economic viability, and become successful.

Innovation without Validation



Innovation *with* Validation



How Can You Validate Innovation?

1) Specify Your Objective: What Is Your Validation Target?

Determine the specific challenge you face and identify which part of the innovation process you are in. Decide whether you aim to confirm the legitimacy of the problem you intend to solve, the ability of your solution to solve the identified problem, whether your feature idea will add value for consumers, whether your business model is operationally feasible and economically viable or consumers' willingness-to-pay for it.



Problem Definition

At the beginning of bringing an innovation to life, you must validate whether the problem you've identified is genuinely felt and is something customers need solutions for. For instance, investigate if urban citizens struggle to maintain a garden in limited space.



Solution Assessment

Determine if your product addresses consumer needs. For example, evaluate whether a compact, automated smart gardening system meets the consumers' requirements by assessing if there is a willingness to pay for your solution.



Feature Examination

Test crucial features that hypothetically add substantial value to your innovation for consumers. Consider if the smart gardening system should include features like automated watering or nutrient delivery and how users might interact with these features.



Business Model Testing

Scrutinise the viability of your business model. For example, investigate whether partnering with home decor retailers to sell the smart gardening system would be beneficial for the profitability and scalability of your venture.



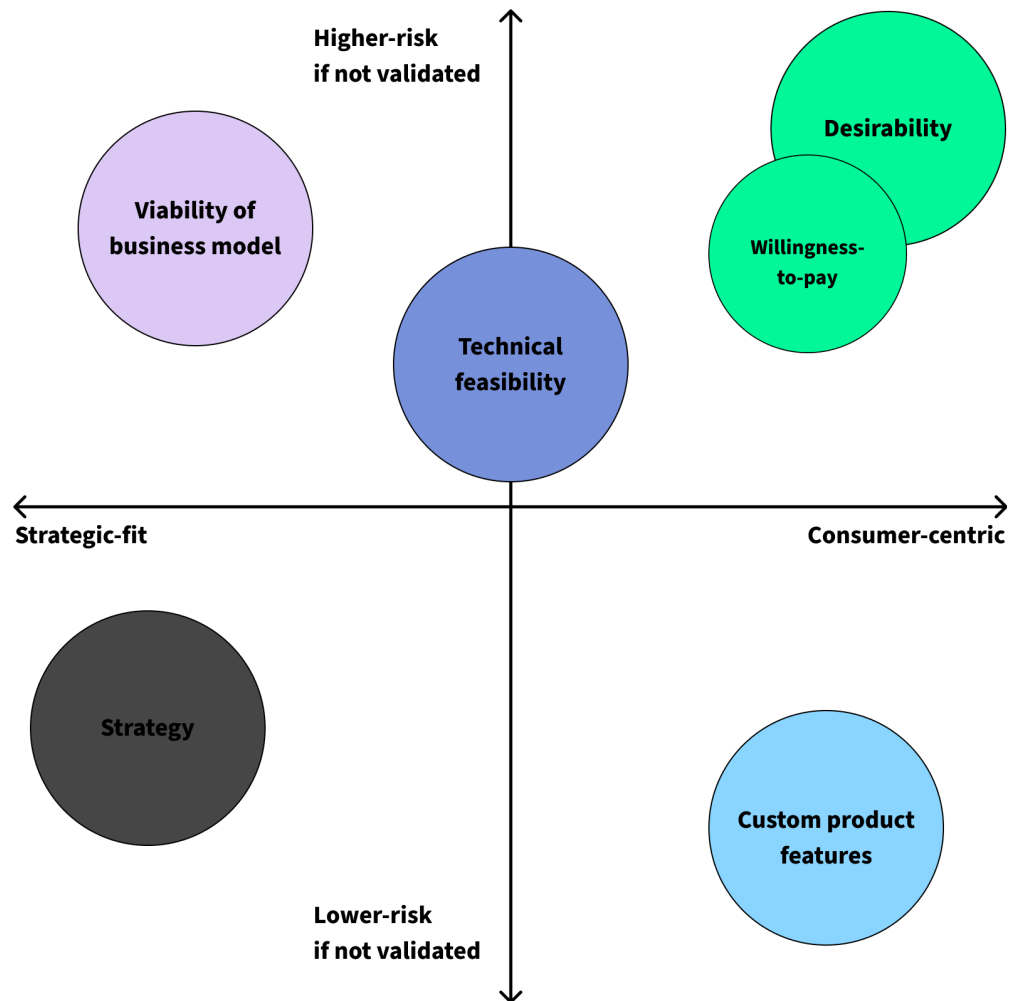
Pricing Evaluation

Explore the most suitable pricing strategy for your product or service. For instance, uncover whether consumers are willing to pay a premium and how high it could be for the intelligent gardening system that includes advanced features like growth monitoring and app integration.

2) Identify and Prioritise Assumptions to Form Testable Hypotheses.

Regardless of the stage you are in with your innovation, start identifying the assumptions you are working with.

Prioritise these assumptions by importance and transform them into structured hypotheses that can then be validated in the next steps.



Innovation teams should prioritise and categorise their assumptions by applying a radical customer-centric focus and assessing the level of risk associated with each if they were proven incorrect. Tools such as [assumption maps](#) can be a helpful resource to prioritise your assumptions.

Assess Criticality

Determine which assumptions are most critical to the success of the innovation. These are the assumptions that, if invalidated, would significantly alter the direction or viability of the project. These should be tested as a priority because they carry the highest risk.

Evaluate Desirability

Focus on the client or user-centric assumptions. These are related to whether customers will actually want or need the product or service. Because these are directly linked to market demand, they're crucial for ensuring the product will be desirable to the target audience.

Consider Viability

Look at assumptions related to the business model. Viability involves understanding whether the business model is sound and sustainable. While these are important, they often offer more flexibility and options for pivoting, making them less critical than desirability.

Check Feasibility

Review technical possibilities and constraints. These assumptions focus on whether the product or service can be developed with the current technology and within the available resources.

Align with the Business Strategy

Align assumptions with the broader corporate strategy. These assumptions are concerned with how well the innovation fits within the strategic direction and goals of the company.

Map out Nice-to-Have Features

This represents areas of a business model that are important to customers and enhance the user experience but are not essential to the core functionality or profitability of the business.

Innovation teams should map their assumptions against these categories, for instance by placing them in a matrix from critical to not-so-critical. The more critical the assumption, the sooner it should be validated. By doing this, teams can efficiently manage their resources and focus on validating the most important aspects of their innovation first.

2.1) Converting Assumptions into Hypotheses

To convert your mapped-out assumptions into hypotheses, it's vital to understand the difference first:

An **assumption** is a belief held to be true without any supporting evidence. It's a baseline understanding people accept without question to move forward with a concept or process.

Conversely, a hypothesis is an educated guess that proposes a potential outcome or explanation that can be tested through experimentation. It is framed to establish a cause-and-effect relationship in the format of "*if... then...*" statements and includes specific, measurable targets. Formulating a hypothesis is critical as it directs the experiment and helps to define the metrics that will determine whether the hypothesis is supported or refuted by the evidence gathered through testing.

In essence, while an assumption is often a starting point accepted without proof, a hypothesis is a tentative explanation subjected to rigorous testing to determine its validity.

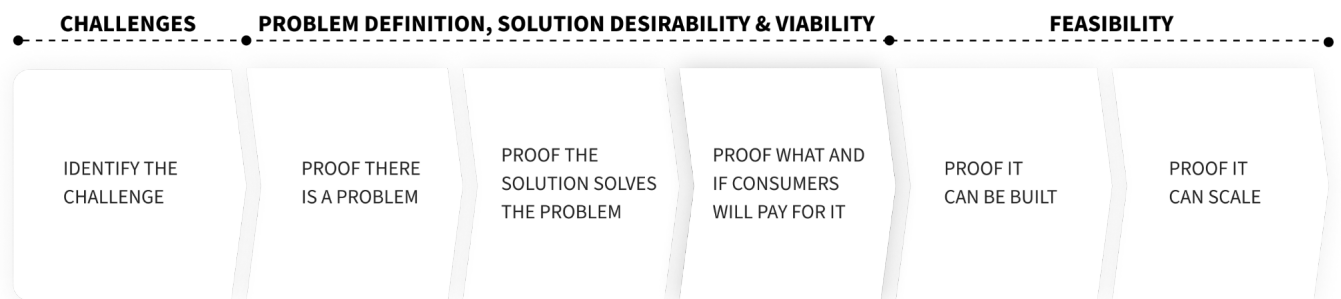
1. **Specify the Assumption:** Begin by stating the assumption clearly. An assumption is often a broad belief about your innovation, such as "customers will prefer our product over existing alternatives."
2. **Formulate a Testable Hypothesis:** Transform this broad belief into a hypothesis by making a specific, testable prediction. A hypothesis should have a clear 'if-then' structure. For example, "If we offer our product at a 10% lower price than competitors, our market share will increase by 5% within six months."
3. **Define Measurable Outcomes:** Ensure your hypothesis can be tested with real-world data. This involves setting up measurable and observable criteria for evaluation. In the example above, the measurable outcomes are the percentage decrease in price and the increase in market share.
4. **Identify Variables:** Determine the independent variable (the condition you will change, in this case, the pricing strategy) and the dependent variable (the outcome you will measure, which is the market share).
5. **Ensure Falsifiability:** The hypothesis should be framed so that it can be proven false. This means there should be a possibility to observe outcomes that do not support the hypothesis.

3) Select and Develop Appropriate Experiments for Hypothesis Validation

After organising your assumptions and pinpointing the key hypothesis you wish to evaluate, choose the most fitting type of experiment(s). These experiments should be designed to test and potentially falsify your hypothesis effectively.

Which Validation Methods Should You Choose?

The hypothesis that innovation teams generate and need to validate in the next step depends on the phase of the innovation funnel they are currently in.



While we will focus on validating the solution's desirability and (economical) viability in this guide, we will still list all the tools you can pick and then validate feasibility later in your innovation funnel at the end of this guide in our [glossary](#).

Validating Consumer Desirability and Willingness-to-Pay for Your Innovation

Behaviour-Based Validation

Crowdfunding

Crowdfunding is a method of raising capital for innovations and new projects by soliciting small contributions from a large number of consumers, typically via the Internet and dedicated crowdfunding platforms like [Indiegogo](#).

This approach allows innovators to validate the desirability of the market for their ideas by directly engaging with potential customers and stakeholders. Here's how crowdfunding can be applied to measure consumer desirability for innovation:

1. **Market validation:** Crowdfunding campaigns can serve as a litmus test to gauge consumer desirability in a product before it goes to market. If a campaign receives strong financial backing, it can be a clear indicator that there is a market need for the innovation.
2. **Consumer feedback:** During a crowdfunding campaign, innovators can receive direct feedback from potential customers about their products.. This feedback can be used to tweak the product, adjust features, and better align with consumer expectations.
3. **Pre-order system:** Many crowdfunding platforms operate on a pre-order basis, where interested consumers invest small relative amounts of money in exchange for the promise of receiving the product once it's made. High pre-order numbers signal strong consumer demand.

Advantages of Crowdfunding:

- **Proof of willingness-to-pay:** Crowdfunding demonstrates that people are willing to pay for the innovation, providing real-world indicators of consumer desirability.
- **Early-stage funding for R&D and GTM:** It generates capital to fund the development of the innovation without giving up equity or incurring debt.
- **Community building:** It helps build a community of early adopters who are invested in the product's success and can champion the innovation in their networks.
- **Marketing and buzz creation:** Successful campaigns can generate public attention and serve as marketing for the innovation, increasing its visibility in the market.

Disadvantages of Crowdfunding:

- **Delivering on expectations:** There is pressure to deliver on promises made to backing consumers, which can be challenging, especially if unforeseen obstacles arise.
- **Fixed goals:** Many platforms require that the fundraising goal is met before any money changes hands. If the goal isn't met, the project may not be funded. It might be worth considering identifying willingness-to-pay with other methods beforehand.
- **Resource Intensive:** Managing a successful crowdfunding campaign can be resource-intensive, requiring significant time and effort in promotion and communication.

Crowdfunding offers an active and financially backed form of validation with real-world consumers. However, it requires a careful balance of promise and delivery and often involves navigating the complexities of production and fulfilment at scale.

Pre-Sales

Pre-sale campaigns are a strategy that involves engaging with customers early in the product development cycle to assess their need for the product, often through pre-orders.

Offering the product for pre-order at different price points can directly test consumers' willingness to pay and price sensitivity. It's effective as it involves actual purchase decisions, providing concrete evidence of what consumers are willing to pay for your innovation.

Pre-sales campaigns can be implemented through a landing page with a "pre-order" or "signup" button. The goal is to present the product to a target group of potential customers and engage them to commit financially before the product is fully developed.

Advantages of Pre-Sales:

- **Direct feedback:** Provides immediate and direct consumer feedback on the product offering based on actual behaviour on the landing page.
- **Validates demand:** Pre-orders, in a significantly high amount, are a strong indicator of market demand and consumer desirability.
- **Cash flow:** Can generate upfront revenue that can be used to fund product development and iteration based on feedback.

Disadvantages of Pre-Sales

- **Time-consuming:** Requires significant effort in marketing and consumer audience acquisition.
- **Risk of under-delivery:** There's a possibility that the final product may not meet customer expectations based on pre-sales pitches.
- **Resource-intensive:** May demand a substantial investment in customer service and communication before product launch.

Fake Door Tests (Consumer Desirability & Willingness-to-Pay)

A Fake Door Test (also called Smoke Test, Red Eye Test, Painted Door Test, or Landing Page Test) is a Prototyping technique where teams present a concept of a product or service to consumers as if it were real to measure genuine interest and desirability.

It's implemented through a real-world customer journey, including ads and landing pages that lead consumers to call-to-actions, like "buy now", "add-to-cart", or "sign up", even though the product isn't yet available, in contrast to an actual pre-sale campaign. This method collects behavioural data based on consumer interactions with the entire customer journey presenting the concept.

Presenting the concept on multiple landing pages only distinctive in price points for the same product and observing click-through and conversion rates along the customer journey can gauge price sensitivity. It's useful because it captures consumer behaviour in a realistic decision-making context.

Advantages of Fake Door Tests

- Quickly validates consumer desirability and willingness-to-pay cost-effectively and robustly with real-world behavioural data.
- Captures unbiased, behavioural action data rather than just stated behaviour
- Helps reduce the risk of innovation failure by gauging real-world interest

Disadvantages of Fake Door Tests

- It's essential to provide clear and transparent communication to consumers about the nature of the test and availability of the product, ensuring that they are well-informed before any personal data is collected. This approach fosters trust and avoids any perception of deception.
- Limited in providing real-time user feedback on the product since it's not yet developed or published

We have created a complete guide to Fake Door Tests to help teams validate their innovation with real-world consumer data. You can access it for free [here](#).

What a Fake Door Test with a test setup for validating willingness-to-pay and price sensitivity (distinct price points) can look like



Facebook & Instagram ads

The target audience is informed by this advertisement. When they're interested, they click on it...

Landing page variants

...and get to test landing pages. When they want the product, they click through the multi-level call-to-actions and indicate purchase intent.

Price 1
(€12.99)



Price 2
(€14.99)



Price 3
(€16.99)



Price 4
(€18.99)



Opinion-Based Validation

Customer Interviews

Customer interviews are a qualitative research technique used to understand consumer preferences, experiences, and expectations regarding a new product or innovation. This method involves direct conversations with consumers and potential or current customers, providing an opportunity to delve deeply into their thoughts and feelings. Interviews can be more structured or rather unstructured, and they typically involve a set of open-ended questions that encourage detailed responses. They can be conducted in person, over the phone, or via video calls.

Advantages of Customer Interviews

- **In-depth insights:** They offer a nuanced understanding of consumer needs and preferences.
- **Flexibility:** Interview formats can be easily adjusted to explore new topics or issues.
- **Direct feedback:** Provides an opportunity for immediate follow-up questions and clarifications.

Disadvantages of Customer Interviews

- **Time-consuming:** Requires a significant investment of time for preparation, execution and analysis.
- **Subjectivity:** Respondents can be biased by the interviewer's presence or question framing.
- **Limited scope:** Findings are often based on a small, possibly non-representative sample of consumers due to the lack of scalability.

Compared to quantitative methods like Prototyping (actual behaviour-based) surveys (stated behaviour-based), customer interviews offer richer, more detailed data but may not provide the broad, generalizable insights from larger sample sizes.

Focus Groups

Another qualitative research method, focus groups can be used to gather insights on consumer opinions and preferences towards an innovation. This approach brings together a small group from the potential target group to discuss and provide feedback on a product or concept. Usually, a moderator from the innovation team guides the discussion, using a series of prepared questions to explore participants' thoughts, reactions, and feelings about the product concept at hand. These sessions can also involve hands-on interaction with a prototype or later-stage concept.

Advantages of Focus Groups

- **Diverse perspectives:** The group setting encourages participants to build on each other's ideas, providing a range of opinions.
- **Rich qualitative data:** Offers in-depth insights into consumer attitudes and behaviours.
- **Interactive environment:** Facilitates observation of group dynamics and reactions.

Disadvantages of Focus Groups

- **Group thinking:** Participants may influence each other, leading to conformity and biased opinions.
- **Moderator bias:** The facilitator's presence and questioning style might influence responses.
- **Limited representativeness:** The small sample size may not accurately reflect the broader target market.

Focus groups, compared to customer interviews, facilitate interaction and discussion among participants, providing a collective view of consumer desirability for innovations. However, they require skilled moderation and careful interpretation to ensure valuable and unbiased insights.

Online Surveys

Online surveys are a quantitative approach to assess consumer desirability of innovations. They involve the distribution of structured questionnaires to a target group of consumers, usually through panel-based digital market research or survey platforms, for a more custom approach to collecting data on their preferences, attitudes, and behaviours towards a specific product or service. Surveys are designed with a mix of closed-ended and open-ended questions. They are distributed via email, social media, or embedded on websites. They are accessible for respondents, mostly from closed panels aiming to represent a real-world audience to complete at their convenience. Various research methods can be conducted via online surveys such as:

- **Conjoint analysis:** This method involves presenting consumers with a set of product options, each varying in features and price. By analysing their choices, you can deduce how much value consumers place on different attributes, including price. It's effective because it simulates real-world trade-off decisions that consumers make.
- **Van Westendorp Price Sensitivity Meter (PSM):** This technique involves asking consumers four specific questions about pricing, which helps to determine the range of acceptable pricing. It's beneficial for understanding the price points at which consumers find a product too cheap or too expensive, thus indicating their value perception.
- **Gabor-Granger Technique:** This approach asks consumers the maximum price they would pay for a product. By adjusting the price point and observing changes in purchase intent, you can determine the optimal price. It's straightforward and provides direct insight into willingness-to-pay.

We have published a comprehensive article about methods for price testing. You can read it for free [here](#).

Advantages of Online Surveys

- **Scalability:** They can be distributed to a large number of people across diverse demographics with a relatively short amount of time to insight, given the quick participation of the panel users.
- **Quantitative data:** If questions are well-shaped towards identifying consumer desirability and willingness-to-pay, they can provide measurable, statistical insights useful for making data-driven decisions throughout the innovation funnel.
- **Cost-effective:** Generally more affordable and quicker to execute than in-person methods.

Disadvantages of Online Surveys

- **Limited depth:** Surveys may not capture the full depth and nuances of respondents' opinions.
- **Response bias:** Participants may provide socially desirable responses or not fully engage with the questions.
- **Lower response rates:** Attracting and retaining respondents' attention can be challenging, affecting completion rates.

Online surveys, compared to focus groups, offer a more quantifiable and extensive understanding of consumer desirability but may lack the rich, qualitative insights gathered from group discussions. They are effective for quick, large-scale data collection but require careful design to ensure meaningful and accurate feedback.

AI-powered tools like [BoltChatAI](#) offer a more efficient and fast approach to surveying consumers at scale via Chatbots



How It Works

Our trained AI moderators automatically identify consumers, conduct 30-minute individual in-depth interviews, and provide you with an actionable report summary, all within 24 hours.



01 Brief

Select your **audience** (demographics, category, interests) and **research objectives**.



02 Automated Chats

Our **Gen AI-powered** system can conduct one-to-one chats with 10 different consumers.



03 AI Generated Report

Receive your full report within **24 hours** of creating your project brief.

What Validation Tools Are There Waiting For You To Be Applied (Glossary)?

Actual Behaviour Analysis (Mainly Action-Insights)

Crowdfunding

Crowdfunding leverages online platforms to gather financial support from a wide audience for a new idea, project, or product before it is fully realised. This approach serves as a market validation tool, where creators present their concept and seek pre-orders or donations from potential customers. If the idea resonates and the target funding goal is met, it serves as a strong indicator of market interest and helps to mitigate financial risk by securing funds upfront. A successful crowdfunding campaign can also provide initial capital to start production and validate the concept with an engaged community. However, it does carry the risk of exposing the idea to potential copycats and may not be as effective for products aimed at a B2B audience.

Pre-Sales

Pre-sales is a validation technique where a business engages with potential customers to assess their interest and willingness to purchase a product before its actual development. This method can involve direct communication with customers or setting up a pre-order mechanism, such as a button on a landing page. It serves as a way to gather financial commitment and valuable customer feedback early in the product development cycle. This direct customer interaction can provide deeper qualitative insights, particularly useful when forming user personas or tailoring the product to meet specific needs. While pre-sales can be time-consuming and labour-intensive, it clearly indicates the product's potential success in the market.

Search Engine Research

This method involves investigating if people are actively searching online for a solution to their problem, indicating if the problem is worth solving for the end-user. It emphasises the importance of understanding actual search intent over hypothetical interest.

Message testing

A validation method where you pitch your problem or solution to prospects through messages and measure their responsiveness, thereby testing the hypotheses and assessing whether the problem is significant enough for them or the solution is adequate.

Wireframe

A validation method that uses digital wireframes as a limited simulation of your product solution for user interaction, acting as a static visual guide to identify potential usability problems and non-intuitive elements.

Mockups

An App Mockup involves creating a clickable prototype of an application or digital service without the need for coding. This method allows designers or individuals without much design experience to create a prototype that users can interact with quickly. This approach's key advantages is that it enables testing of iterations and refinements based on user feedback before starting full-scale development. Users can navigate through the app's basic functions, such as the home page and sign-up flows, providing insights and feedback that can ultimately save time and money in the development process.

Physical Prototypes

Creating a tangible, basic product model enables real-world testing by letting potential users interact with a concrete representation. This approach is beneficial for assessing the practicality and user-friendliness of a concept, offering direct feedback from hands-on experience. It often involves using easily sourced and cost-effective materials to construct a simple version of the product, which can be crucial for early-stage development and decision-making.

One-Feature MVP

Focusing on a single, essential element of a product, this method involves creating and testing a minimalist version that includes just that one core feature. This approach is designed to challenge and verify the fundamental hypotheses about the product's necessity and functionality. It's a streamlined process that zeroes in on the most vital aspect of the product to evaluate its impact and potential in the market. This technique is often a preliminary step before developing a more comprehensive version of the product.

Bare Bone MVP

This validation method involves crafting a fundamental yet operational model of a product that includes only the most essential features needed for initial testing. It's a pragmatic approach that employs readily accessible resources and tools to create a version of the product that can be presented to potential customers. The aim is to gauge their interest and secure early financial commitments, thereby testing the product's viability without the need for full-scale development. This method is particularly common for software solutions and usually follows the creation of a single feature MVP, serving as a bridge between concept and fully-realised product.

Product Stimulation

This method utilises advanced digital tools to construct virtual models of a product, allowing for the exploration and testing of its features and functionalities in a simulated environment. It's especially beneficial for intricate products where physical prototyping can be costly or impractical. The simulation is a predictive tool that can inform decision-making and reduce the risk associated with product development by identifying potential issues early in the design process. This technique, which often requires specialised software and expertise, can encompass various simulations, such as mechanical, fluid dynamics, and structural analysis, contributing to a more efficient and refined product development cycle.

Impostor Judo

This strategy involves presenting an existing product or service as your own to gather direct feedback from potential users. It's a method that capitalises on "acting as if" to assess customer interest and behaviour. The technique typically involves modifying existing materials to remove or replace branding elements, enabling a business to collect genuine user reactions and feedback without initially investing in product development. It's a quick and cost-effective way to test market reactions to a concept by leveraging already available resources.

Concierge Service

The concierge method is a hands-on validation technique where a person delivers services or features manually rather than through automated systems. The intent is to provide a personalised experience to customer while also learning from direct interactions. This method offers insights into the customer's needs and the value proposition of the product or service. It's beneficial for understanding and refining the customer experience before investing in technology or automation. Although this approach is resource-intensive and may not be scalable, it is invaluable for gaining deep customer insights and validating the core functionality of a service or product.

Wizard of Oz

The Wizard of Oz method involves the manual execution of services while presenting them to the customer as if they were automated. This technique is effective for simulating the experience of a fully functional product without the actual infrastructure in place. The customer interacts with what they perceive as a complete system, system, but behind the scenes, the service provider manually handles the work. This allows for testing and learning about the user's experience and the service's viability before committing resources to develop the actual automated systems. It's a practical approach for validating concepts and customer satisfaction, albeit it requires significant time and labour to maintain the illusion of automation.

A/B Testing

A/B testing is a comparative method where two variations of a single element are tested against each other to determine which performs better in achieving a specific goal. This goal could be anything from improving user engagement to increasing the conversion rates on a website. The process involves presenting the two versions to a similar audience simultaneously, and then analysing which one is more effective. It's commonly applied to a wide range of digital content, such as email campaign headlines, webpage layouts, and call-to-action buttons, making it a versatile tool for data-driven decision-making. This technique is straightforward and highly quantifiable, though it does require a sufficient number of users to be statistically significant.

Paid Ads

Online ad campaigns serve as a method to assess the market's response to a product or service. Businesses can target specific audiences and measure interest through click-through and conversion rates by employing platforms like Facebook, Google, and LinkedIn. This form of testing provides insights into what features attract customers, how much they are willing to pay, and the potential market size. It is a direct way to drive traffic to a landing page and gather customer behaviour and preferences data. While it offers rapid results and valuable data, it does come at a cost and requires marketing expertise to execute effectively. Additionally, online ad campaigns are often used with A/B testing to refine marketing strategies and product offerings.

Stated Behaviour Analysis (Mainly Opinion-Based Insights)

Picnic in the Graveyard

This method suggests investigating the most significant failures within an industry to understand the reasons behind them. It emphasises learning from past mistakes to inform future ideas and avoid repeating unsuccessful attempts.

Generative Research

A qualitative approach using generative research to gather clearer signals about the customer. These sessions are about learning more about the user and their problems, habits, and contexts without starting from a specific hypothesis, focusing on motivational drivers and contextual observation.

Consumer/User/Customer Interviews

Interviews are a method to actively learn through real and in-person interactions, focusing on understanding if the product addresses a real need and solves a real problem, and to see if the solution resonates with the customers.

Comprehension Test

This method is designed to eliminate false negative biases by evaluating whether customers understand the message, aiming to see if at least 80% of customers can display a positive conversion in understanding the value proposition.

Feature Sorting Cards

A method involving users sorting cards for specific features to discover patterns that reveal user priorities and expectations for feature organisation.

Process Simulation

Process simulation is a method used to virtually represent and analyze the workflow of a current or proposed system. Organisations can experiment with changes and improvements in a risk-free environment by constructing an animated model that replicates the operations. This approach is particularly useful for optimizing operational efficiency and evaluating different scenarios without disrupting actual processes. The insights gained from simulations can inform strategic decisions, helping to forecast the outcomes of process adjustments before any real-world implementation. It requires a solid understanding of the current operations and often specialized software and expertise to conduct effectively.

Explainer Videos

Explainer videos are a visual communication tool designed to illustrate the mechanics of a service or product. These videos are crafted to simulate a real-life application or scenario where the product is being used. They serve as a means to articulate the value proposition and functionality of an offering, potentially influencing customers' purchasing decisions. By incorporating a mix of storytelling, visual elements, and audio, these videos aim to clarify the who, what, and why of the product or service, making them a compelling medium for conveying complex information in an accessible and engaging way.

Co-Creation

Co-creation is a collaborative approach to product or solution development that involves partnering with a key customer from the early stages. This method leverages the customer's insights, willingness to engage, and knowledge of their business needs to create a solution closely aligned with market demands. It focuses on building a relationship with the customer, which can lead to a better understanding of the market and more tailored product features. By involving customers directly in the development process, businesses can ensure that the end product is more likely to meet the customer's needs and objectives. While beneficial for its direct customer engagement and valuable insights, co-creation depends on having a willing partner and communicating effectively outside of technical jargon.



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HORIZON

BOOK DISCOVERY CALL

