



## FAKE DOOR

- What** A marketing entry point for an as-yet undeveloped idea.
- Why** The solution doesn't exist yet and you want to capture an initial indication of interest at next to 0 cost.
- When** Your idea can be concisely described and presented to potential customers where you would expect to find them, and you are confident you can manage the expectations of enthusiastic customers by following up within an appropriate time-frame.
- How** Advertising a new product or feature, then tracking click-through and customer response rate to see who would be interested in an offering.
- Where** Web tech enables a very robust method that includes: online ads + landing pages + simple response forms. Same approach also works with emails, offline posters and other media.

## PINOCCHIO

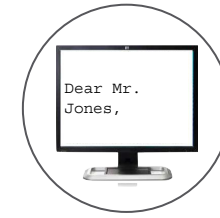


- What** An inanimate (or "dumb") artifact acts as a proxy for the real thing.
- Why** The solution doesn't exist yet and you want to validate a key design parameter early on.
- When** Your solution requires a significant switching or behavioral adaptation by customers to develop a new habit OR You expect demand to be sensitive to the appearance or form factor of your solution.
- How** Use a proxy to validate certain parameters of the product like form factor, features and usability.
- Where** In the same real-life situation where the innovation will be used.

## IMPERSONATOR



- What** Use an existing product or service to pose as the new offer under test.
- Why** Save on development costs while the market interest is not yet validated.
- When** A test of the value of the solution depends on the customers' ability to interact with a full-scale design, and you need to create a plausible stand-in for the size, shape, color, features, etc. of the solution.
- How** Apply a new skin to an existing product that can act as a good substitute to validate market interest.
- Where** In the same real-life situation where the innovation will be used or accessed.



## MECHANICAL TURK

- What** Use human power to simulate a technology that would take too much money or time to build
- Why** To postpone costly development until market interest is validated.
- When** When the final product requires the development of expensive and complex technology, and those actions and outputs could be simulated by humans.
- How** Use a realistic interface to deliver target customers the essential experience of a proposed technology, simulating functionality of a complex back-end using human input.
- Where** In the same real-life situation where the innovation will be used.

## ONE NIGHT STAND



- What** A complete service experience without the infrastructure required by a permanent solution.
- Why** Avoid investment in complex infrastructure and validate market interest and actual use.
- When**
  - The solution is — or depends critically upon — an interactive service experience.
  - You expect demand for the offer will be sensitive to the choice of channel, and you need to test a number of possible customer interception points.
  - You want to validate a large homogeneous market before scaling up.
- How** Delivering target customers the essential experience within an extremely narrow geo scope and time frame.
- Where** In the same real-life situation where the innovation will be used but with limited time and geo scope.

## FACADE



- What** Borrow or rent expensive equipment, space, and assets to simulate a more stable or complex infrastructure underlying your offering.
- Why** Avoid investments in expensive equipment, space, and other assets while validating interest.
- When**
  - The solution requires major upfront investment, in equipment, space, or assets.
  - You expect demand will vary based on customer confidence in your infrastructure.
- How** Delivering target customers the essential experience, while communicating stability and complexity.
- Where** In the same real-life situation where the innovation will be used, but with all assets and space borrowed or rented cheaply.