Please

Ask questions through the app

Rate Session

Thank you!

Experiment to innovate

UI Patterns

People are bad at predicting what they want
People are good at reacting to things that exist

Anders Toxboe
ui-patterns.com
info@ui-patterns.com
@uipatternscom

learningloop.io

One of my life-goals is to

publish a book

to help others
learn from my own hard earned lessons and get ahead of the game

ultimately, I want to help product builders
kick ass at what they love to do

One of my life-goals is to

publish a book

Why don’t I just write the book?

learn from my own hard earned lessons and get ahead of the game

ultimately, I want to help product builders **kick ass at what they love to do**

One of my life-goals is to

publish a book

So what's the best way to succeed?

learn from my own hard earned lessons and get ahead of the game

kick ass at what they love to do

MARKET DEMAND 51

Event

Arrange a live event to gauge customer interest

HOW Gauge customer interest in a problem by arranging a live event around solving it. It could be a meetup, a conference, a webinar, or similar. If you are ultimately creating a digital product, events can be used to smoke test the content or

Tickets E

THU, OCTOBER 18, 2018, 10:00 AM – 6:00 PM CEST

EARLY BIRD ticket - 1 day workshop "Experiment To Build The Right Thing"
€399.00 + €75.81 MWST./UST.
Sales end on October 15
SOLD OUT

REGULAR ticket - 1 day workshop "Experiment To Build The Right Thing"
€429.00 + €81.51 MWST./UST.
Sales end on October 17
0

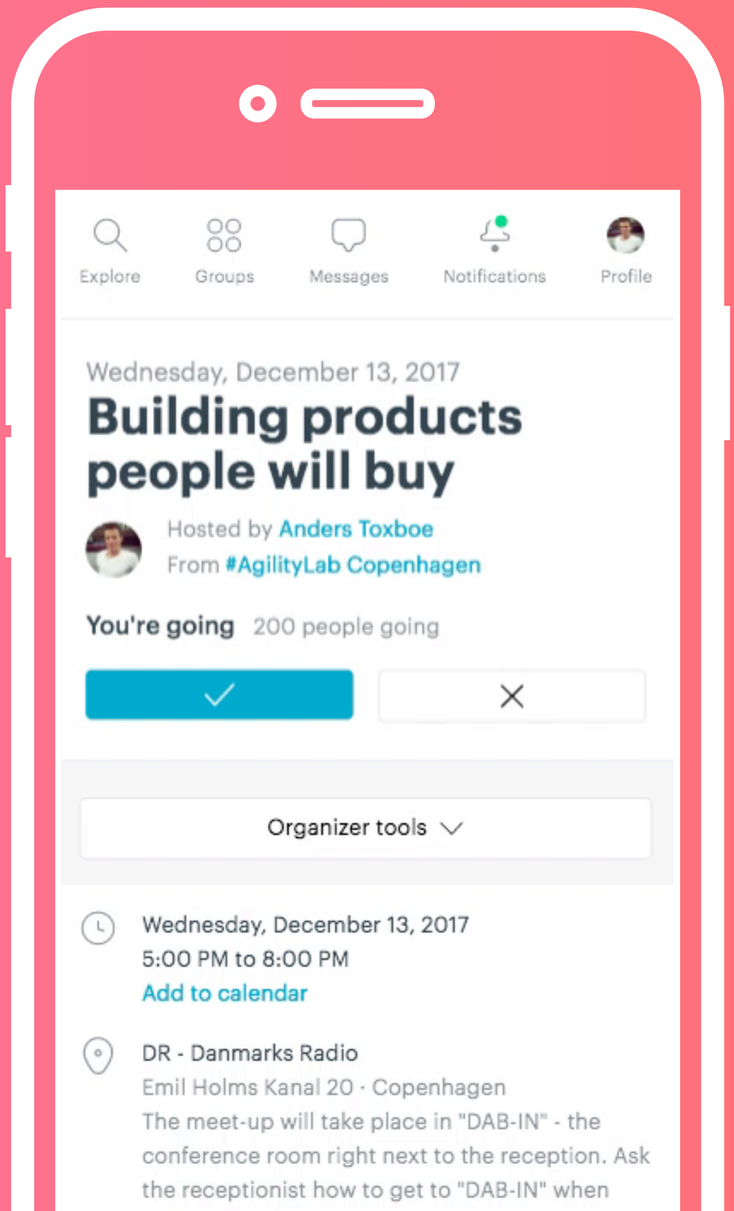
LATE BIRD ticket - 1 day workshop "Experiment To Build The Right Thing"
€499.00 + €94.81 MWST./UST.
Sales end on October 17
SALES NOT STARTED

MARKET DEMAND 51

Event

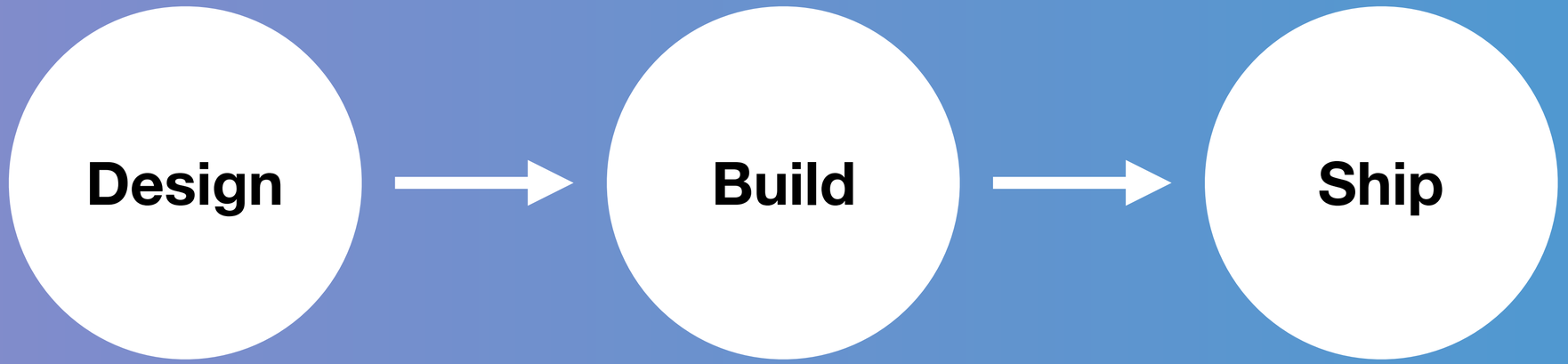
Arrange a live event to gauge customer interest

HOW Gauge customer interest in a problem by arranging a live event around solving it. It could be a meetup, a conference, a webinar, or similar. If you are ultimately creating a digital product, events can be used to smoke test the content or



I started testing this value proposition In December 2017

Being stuck in…

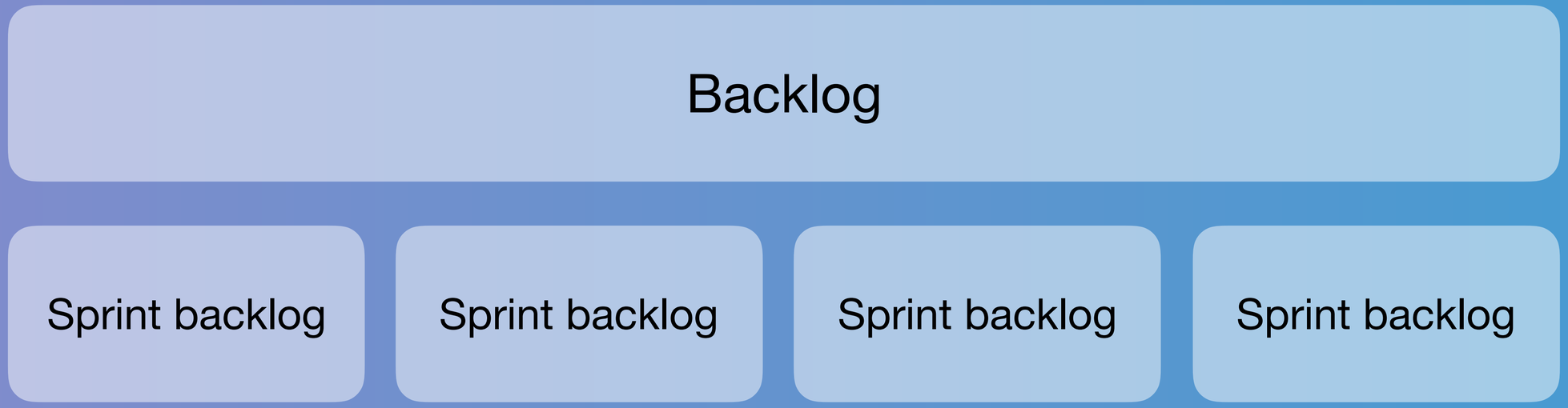


We tell ourselves that agile development will come to the rescue

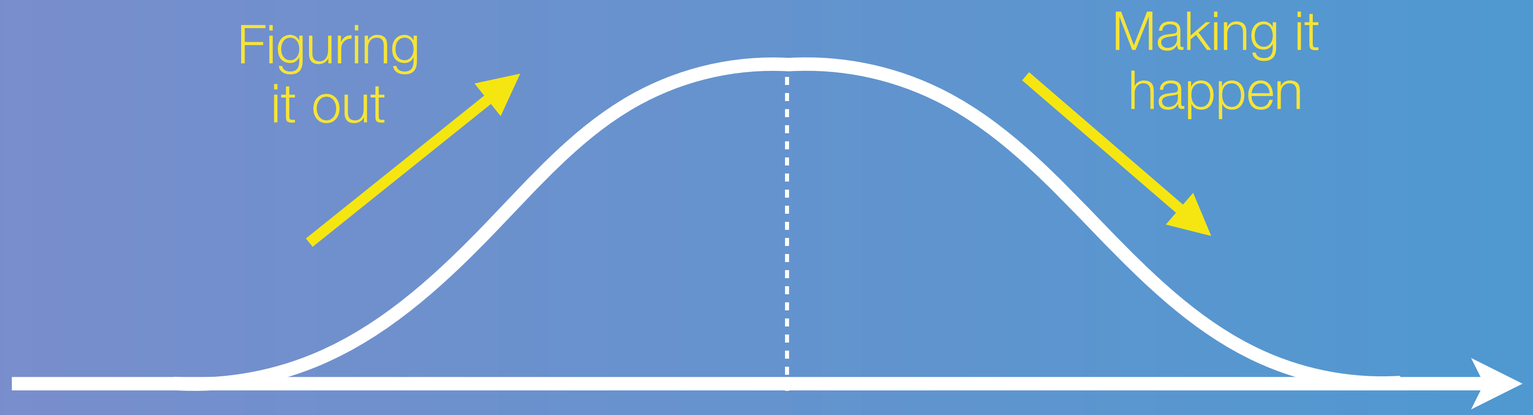
We tell ourselves that agile development will come to the rescue

Focuses teams on executing incremental change

But often struggles to accommodate for learning and taking action along the way



Too much focus on **what** and **when** to build without asking **why**, creates **tunnel vision.**

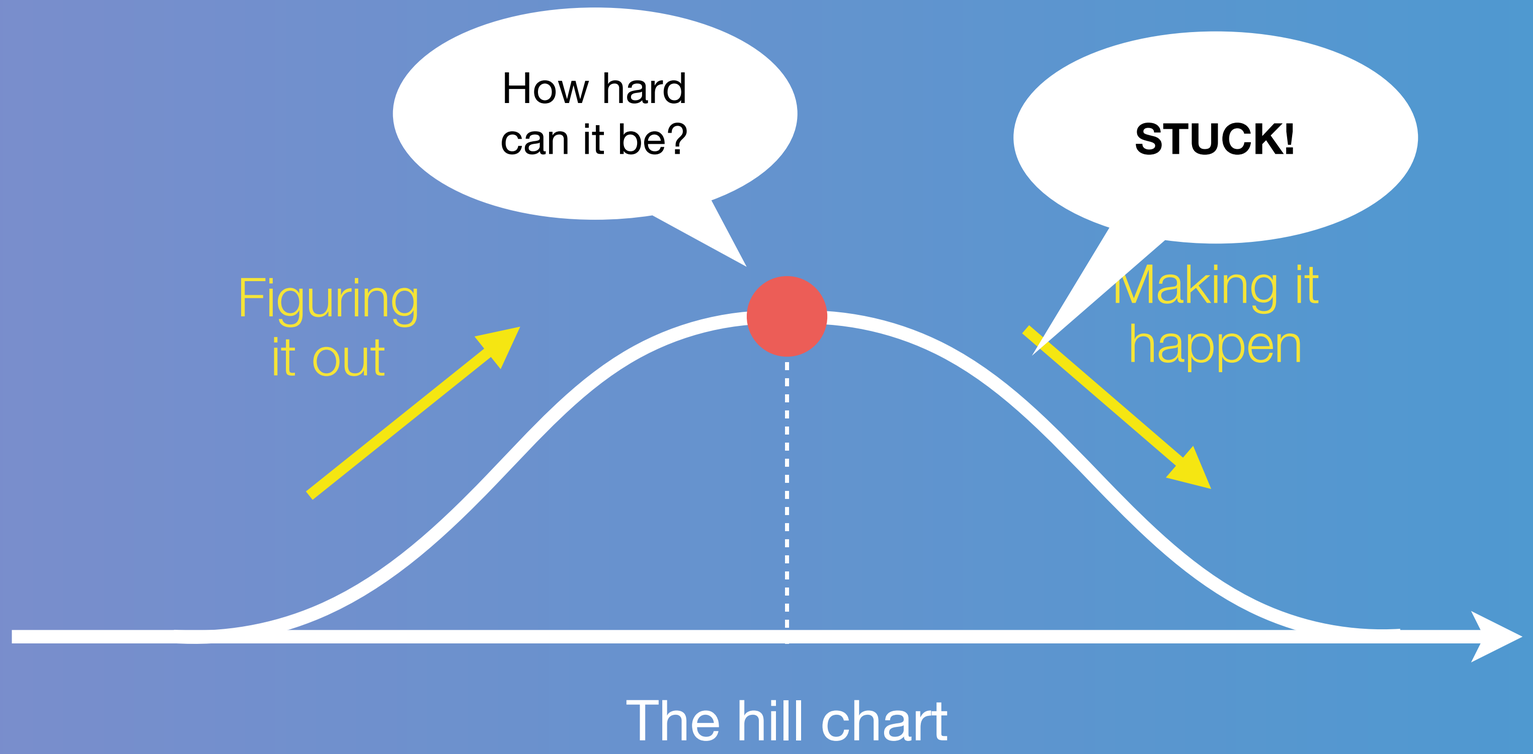


The hill chart

Search

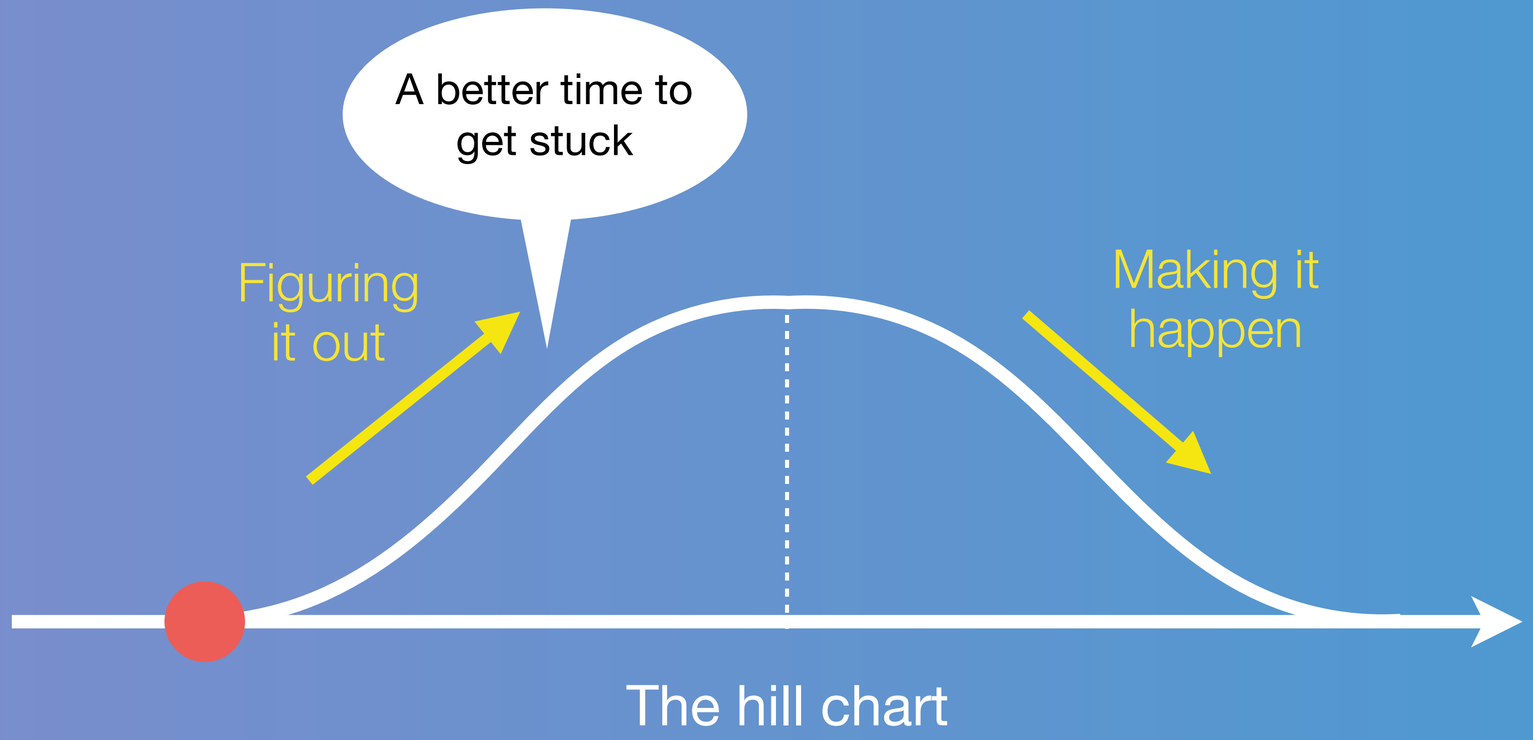
Execution

Source: Ryan Singer

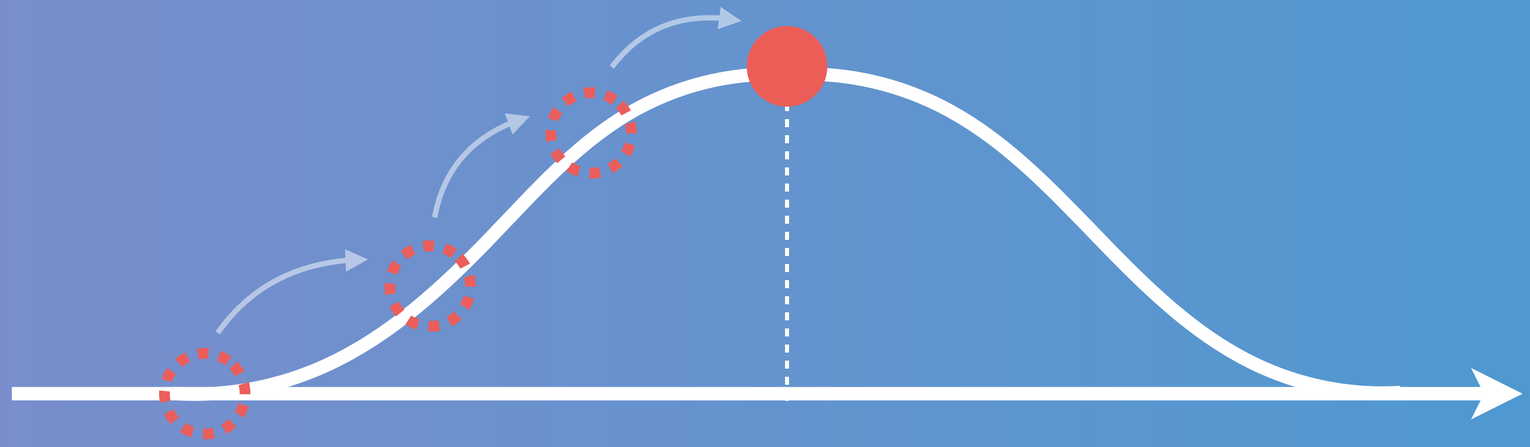


The hill chart

Source: Ryan Singer



Source: Ryan Singer



The hill chart

Doing work to get over the hill increases certainty of success

Source: Ryan Singer

Single-Feature Product

A reduced product solving one specific problem for one specific niche

HOW Build a product that only solves one specific problem that your customers are having – typically a tool with one single feature.

WHY Building just a single feature is a powerful way to start,

MARKET DEMAND, WILLINGNESS TO PAY 5

Collect Pre-orders

Allow users to place an order for an item which has not yet been released

HOW Set up a one-page website, product page, or Kickstarter campaign where customers can pre-order your product before you have spent any time developing it or hiring people to make it happen. Nobody likes a scam, so explain and build

Experiment to innovate

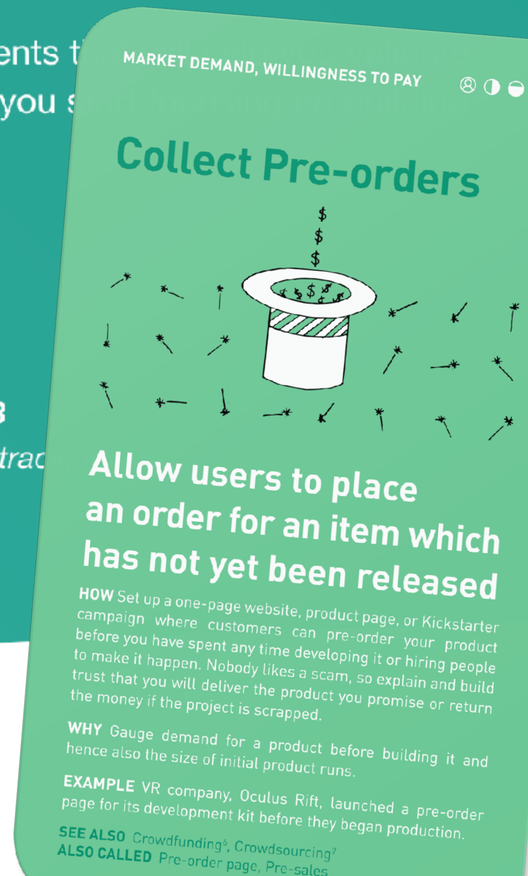
Validation patterns is a collection of 60 of the most common lean product experiments regularly used by product builders at companies like Spotify, Booking.com, Facebook, Amazon, and Google and recommended by top universities like Havard, MIT, and Stanford.

They are all designed as safe-to-fail experiments t
your most riskiest assumptions. They will let you s
the right product, from the start.

Pre-order now!

We expect to ship the card deck in January 2018

Your pre-order includes free economy shipping (no trac



Too many digital products are launched, only to fail.

De-risk product development

Don't go implement something nobody wants

Validation patterns is a collection of 60 of the most common lean product experiments regularly used by product builders at companies like Spotify, Booking.com, Facebook, Amazon, and Google and recommended by top universities like Havard, MIT, and Stanford.

They are all designed as safe-to-fail experiments that will help you validate your most riskiest assumptions. They will let you start focusing on building the right product, from the start.

$59.00

1 Add to cart

We ship to Germany from the EU.

Leads to new experiments

MARKET DEMAND, WILLINGNESS TO PAY 5

Collect Pre-orders

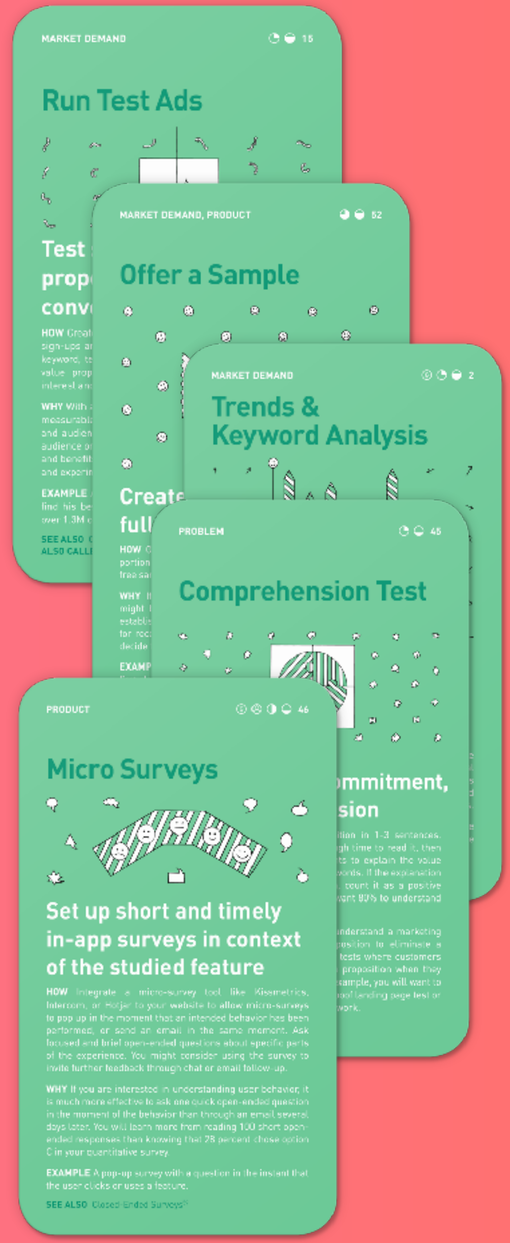
Allow users to place an order for an item which has not yet been released

HOW Set up a one-page website, product page, or Kickstarter campaign where customers can pre-order your product before you have spent any time developing it or hiring people to make it happen. Nobody likes a scam, so explain and build trust that you will deliver the product you promise or return the money if the project is scrapped.

WHY Gauge demand for a product before building it and hence also the size of initial product runs.

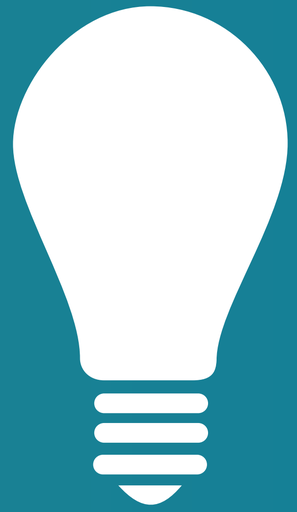
EXAMPLE VR company, Oculus Rift, launched a pre-order page for its development kit before they began production.

SEE ALSO Crowdfunding[4], Crowdsourcing[7]
ALSO CALLED Pre-order page, Pre-sales

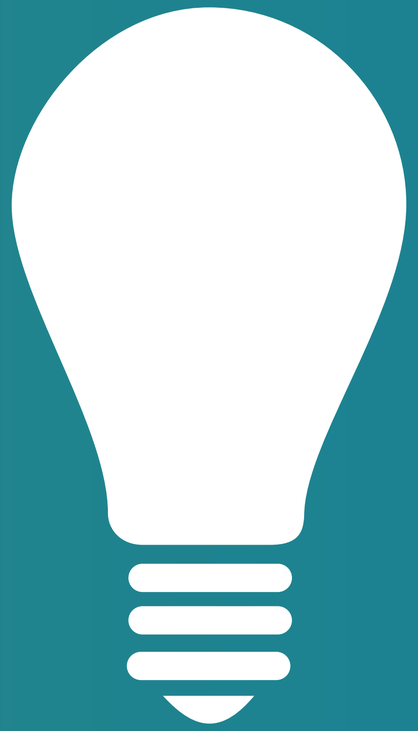


“72% of all new product innovation flops”

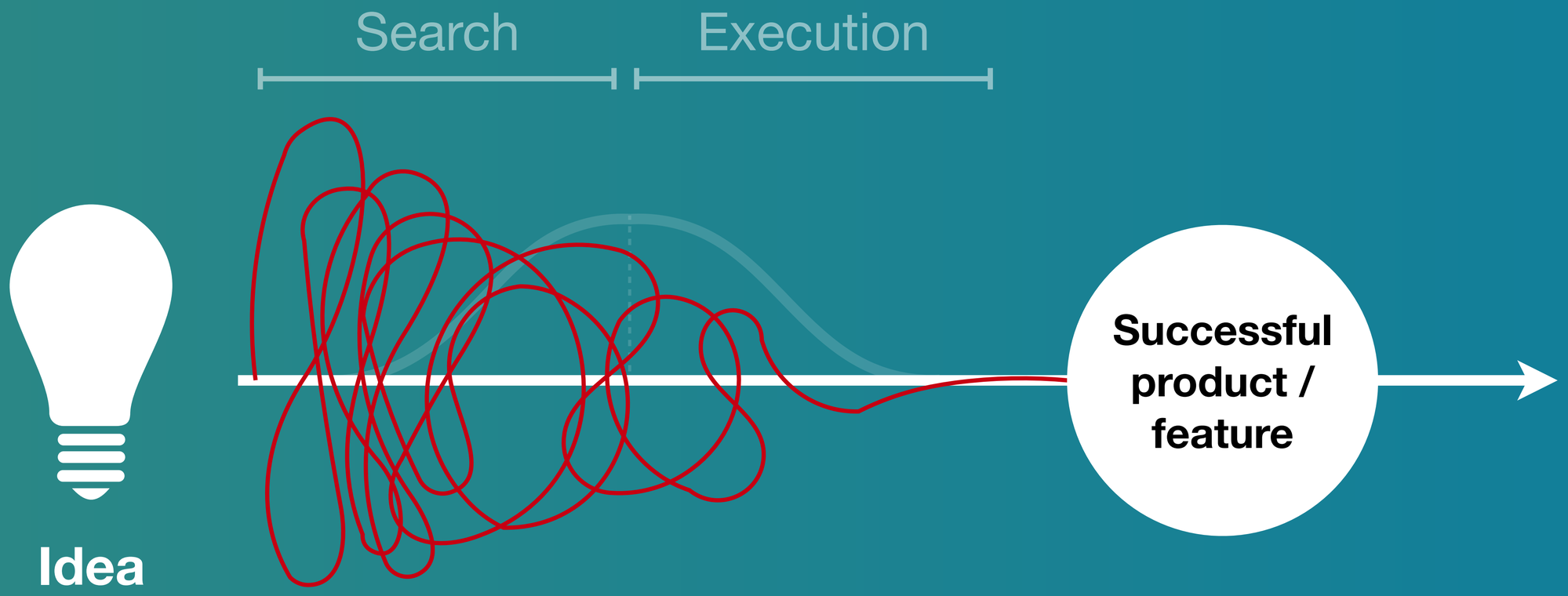
– Global pricing study 2014, Simon-Kucher & Partners

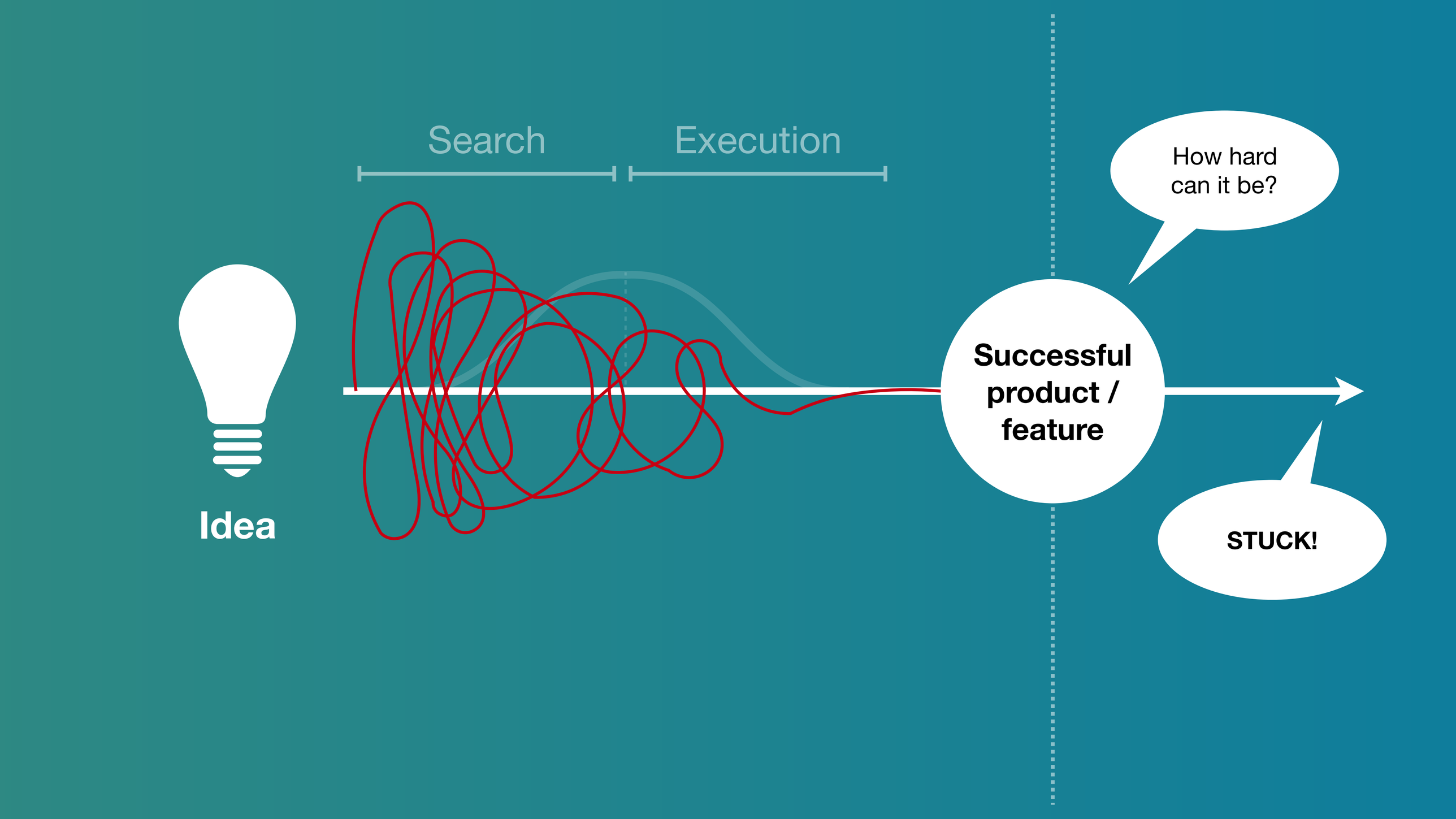


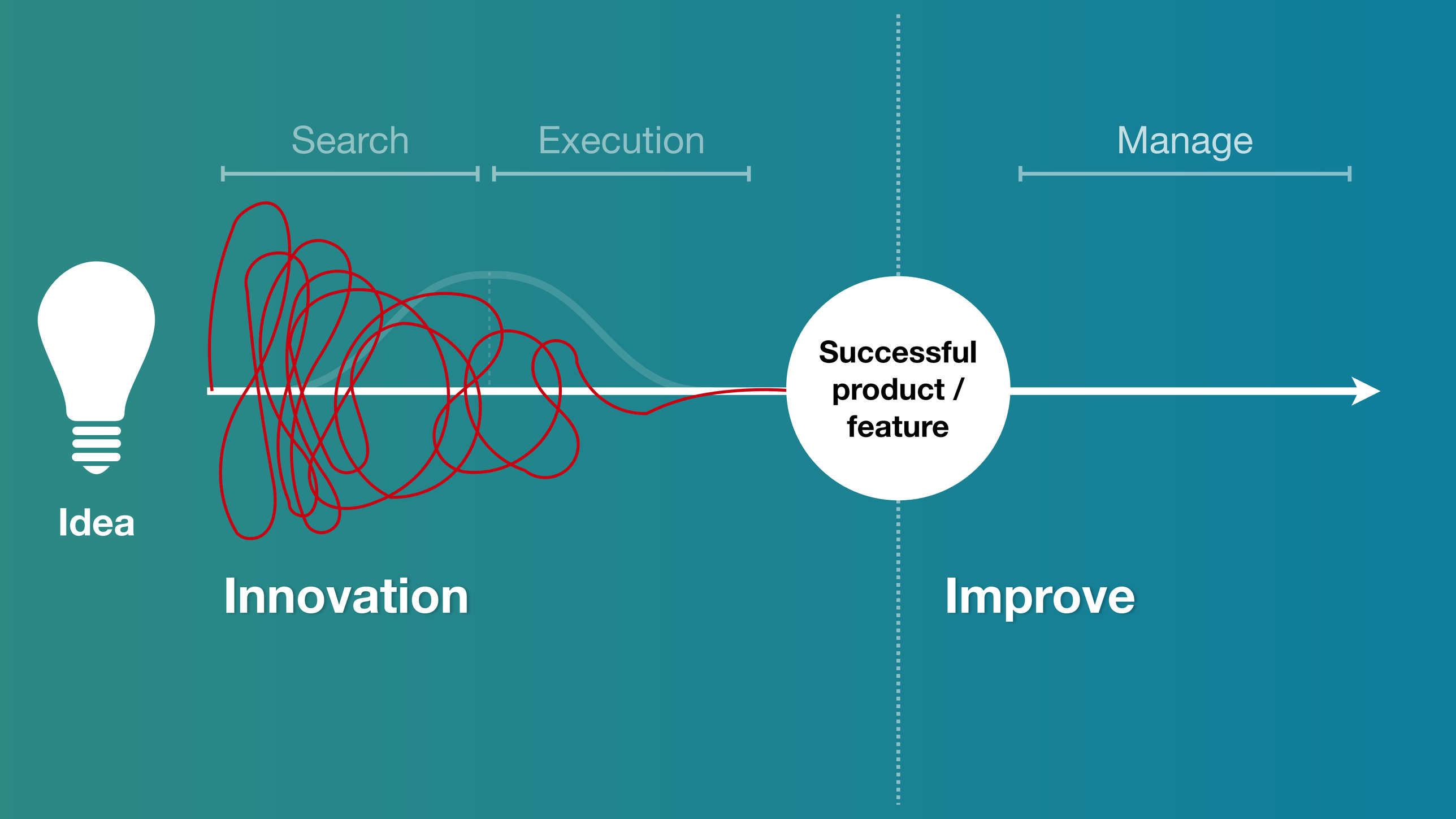
Idea

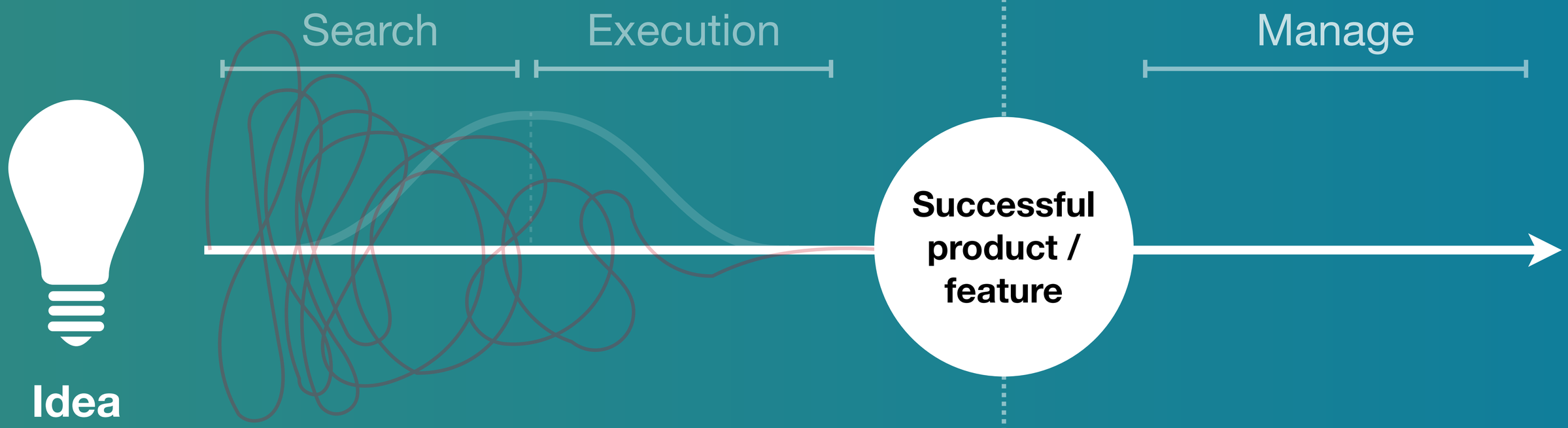


Idea


Search
Execution
Idea
Successful product / feature


Search
Execution
How hard can it be?
Idea
Successful product / feature
STUCK!


Search
Execution
Manage
Idea
Successful product / feature
Innovation
Improve



Innovation

Growth

Vision

Failure is embraced

Main job:
Experimentation

Improve

Efficiency

Business plan

Failure is not an option

Main job:
Planning

Search

Execution

Manage

Idea

Discovery

Deciding what to build

Successful product / feature

Delivery

Building, scaling & shipping it

Innovation

Growth

Vision

Failure is embraced

Main job:

Experimentation

Improve

Efficiency

Business plan

Failure is not an option

Main job:

Planning

Manage

Successful product / feature

Delivery

How hard can it be?

Improve

Efficiency

Business plan

Failure is not an option

Main job:
Planning

Manage

We’re stuck in…

Successful product / feature

Delivery

How hard can it be?

Design → **Build** → **Ship**

Improve

Efficiency

Business plan

Failure is not an option

Main job:
Planning

Manage

We’re stuck in…

Successful product / feature

Delivery

How hard can it be?

Design → **Build** → **Ship**

Improve

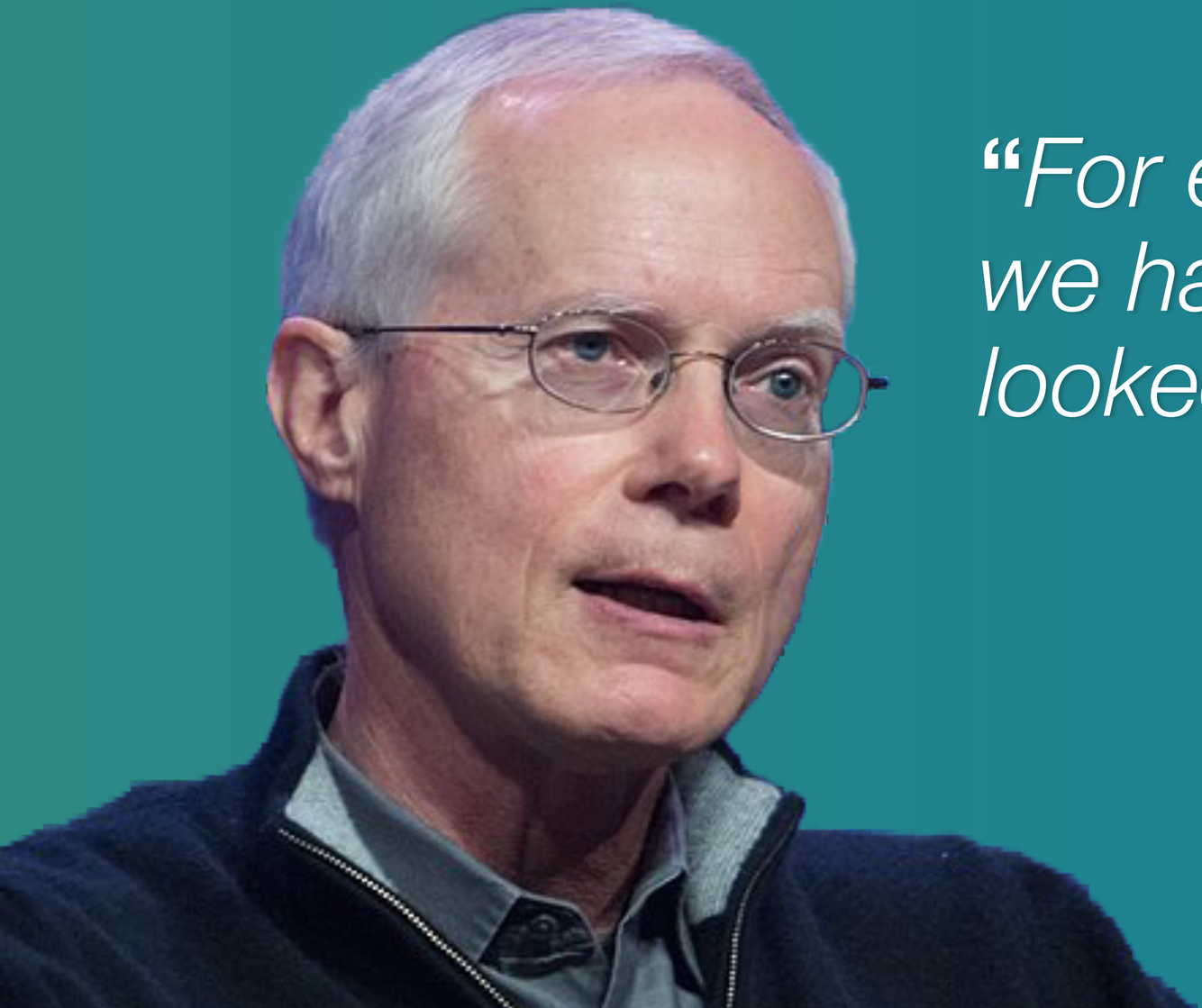
Efficiency

Business plan

Failure is not an option

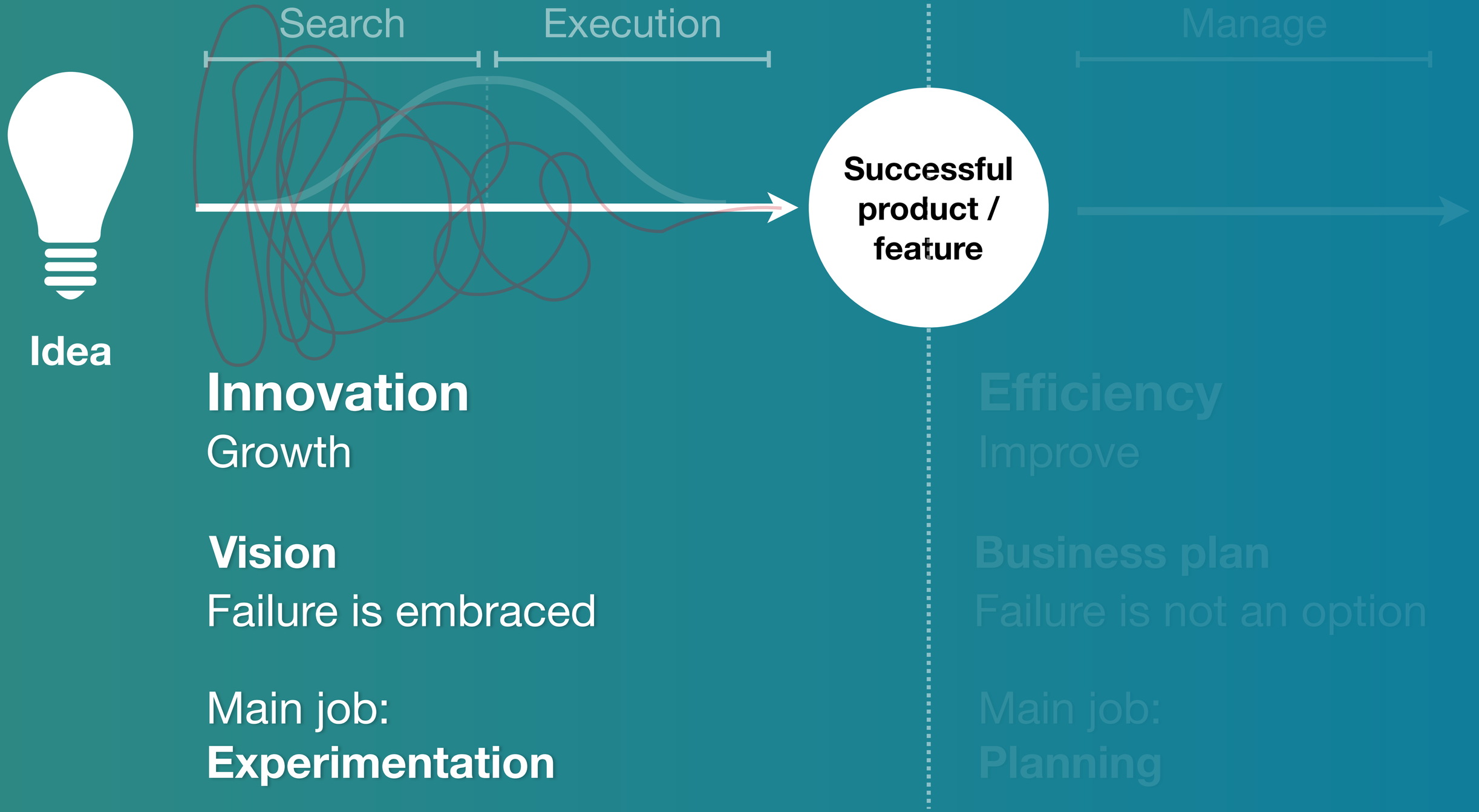
Main job:
Planning

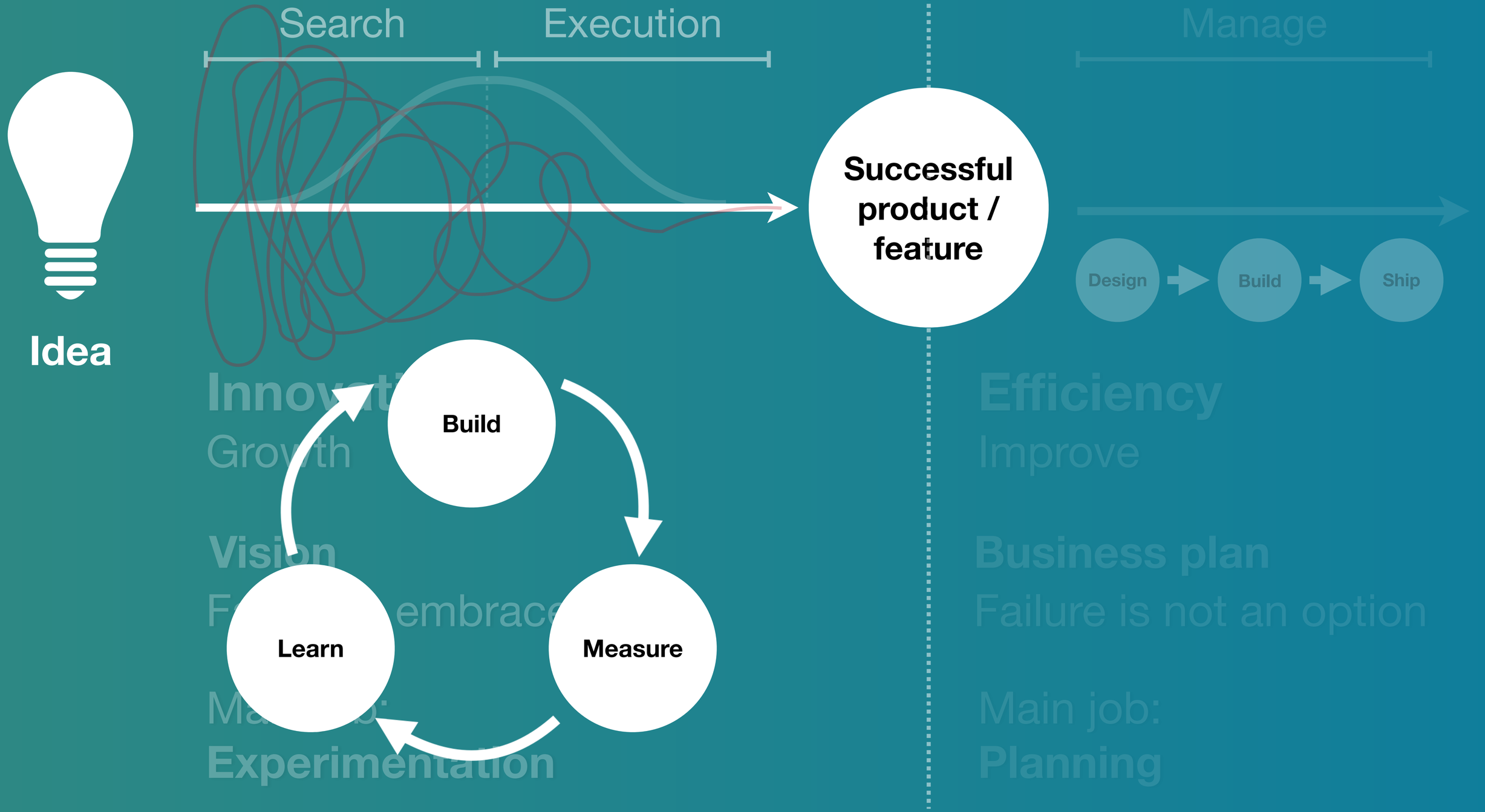
The expectation is to implement it.

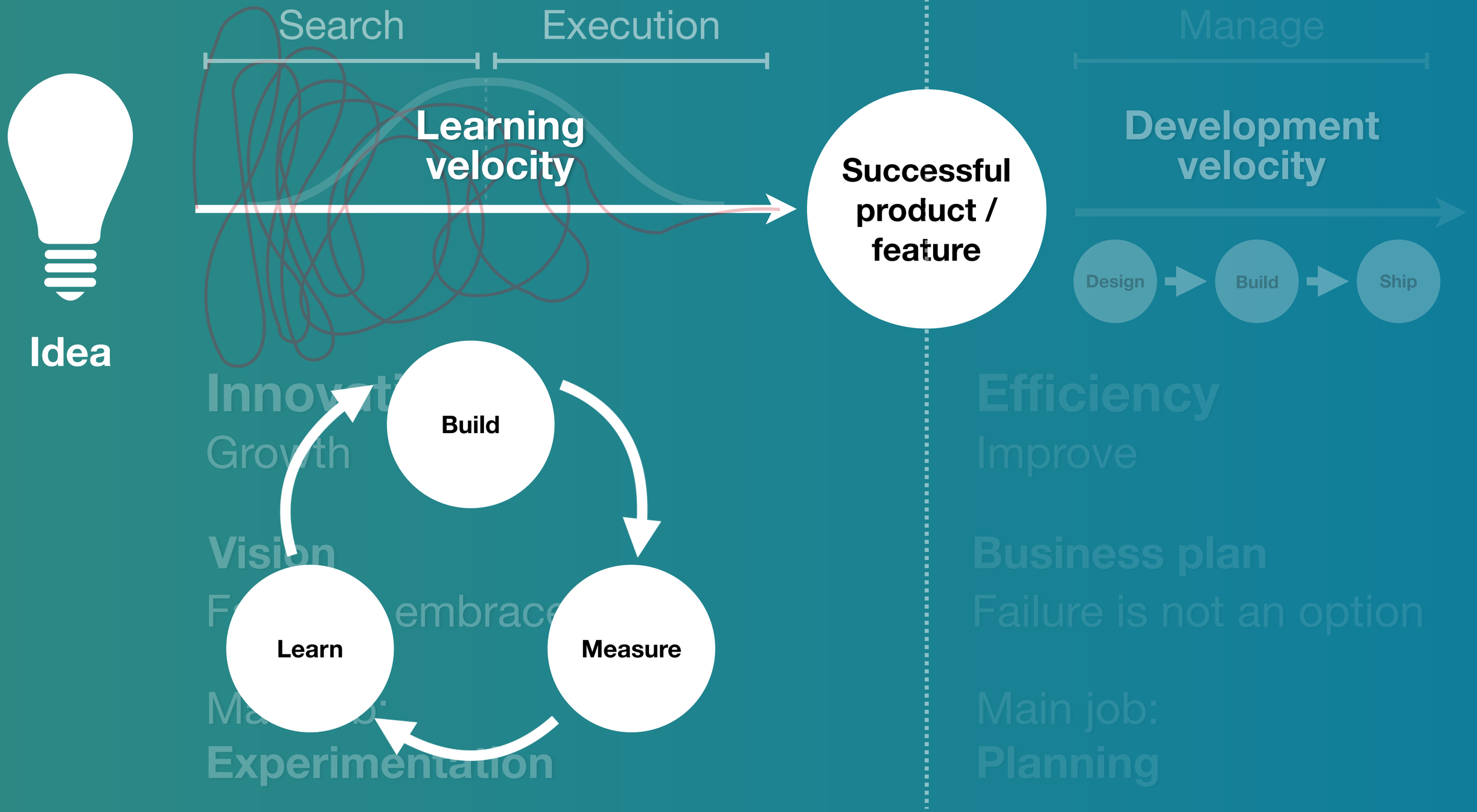


“For every one of our failures, we had spreadsheets that looked awesome.”

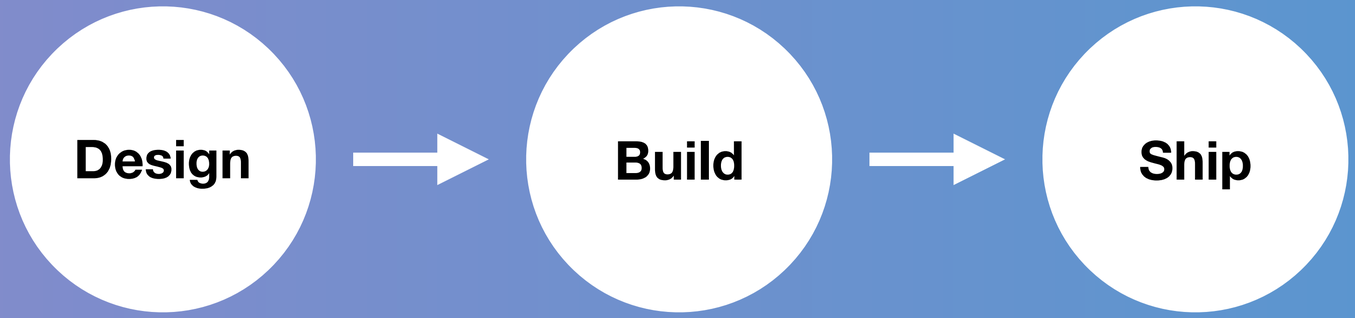
– Scott Cook,
Co-founder and Chairman Intuit


Search
Execution
Manage
Idea
Successful product / feature
Innovation
Growth
Vision
Failure is embraced
Main job:
Experimentation
Efficiency
Improve
Business plan
Failure is not an option
Main job:
Planning

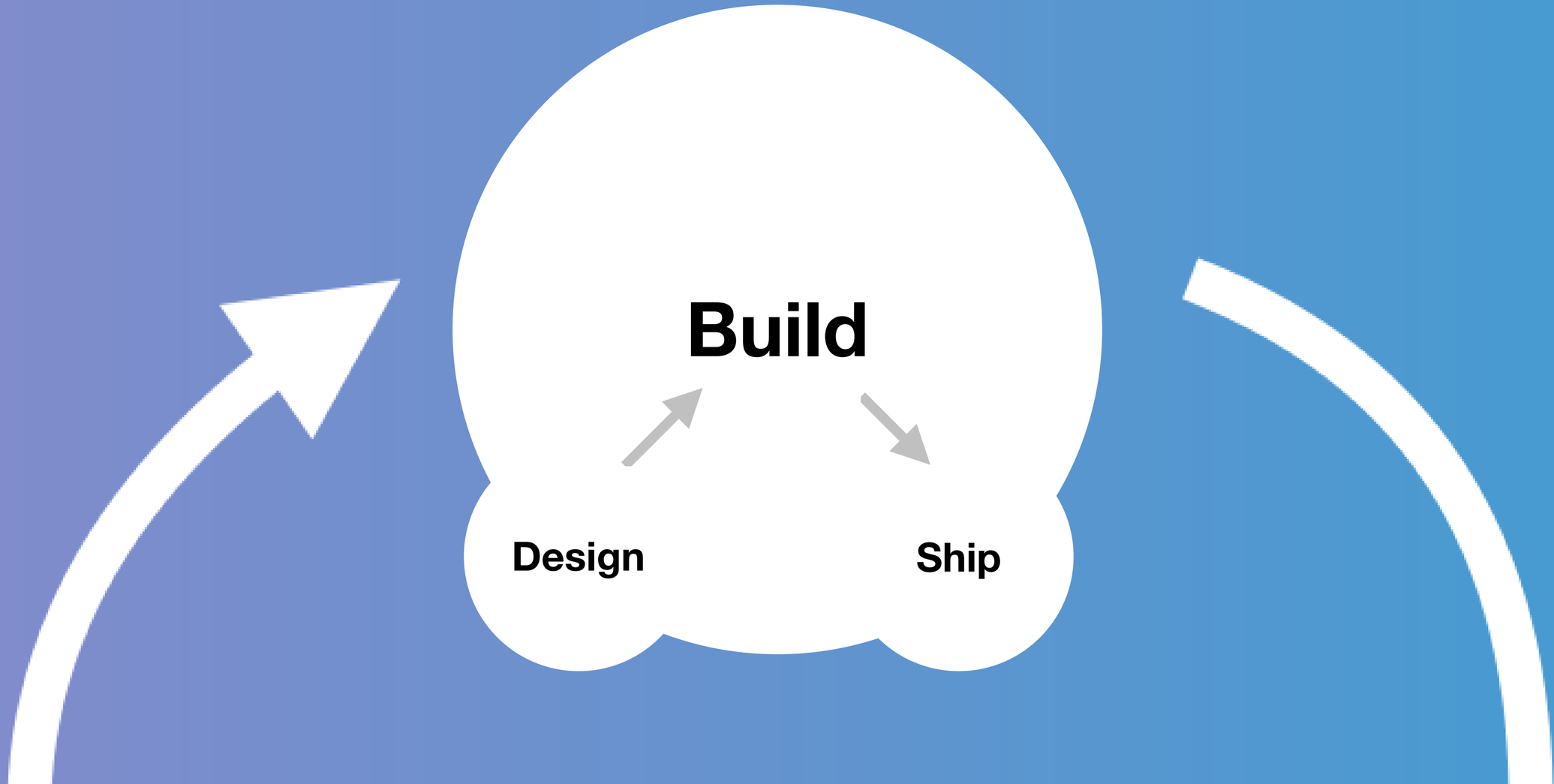

Search
Execution
Manage
Idea
Successful product / feature
Design
Build
Ship
Build
Learn
Measure
Innovati
Growth
Vision
F embrace
Ma b:
Experimentation
Efficiency
Improve
Business plan
Failure is not an option
Main job:
Planning


Search
Execution
Manage
Idea
Learning velocity
Successful product / feature
Development velocity
Design
Build
Ship
Innovation
Growth
Efficiency
Improve
Vision
Business plan
Failure is not an option
Main job:
Experimentation
Planning
Build
Learn
Measure

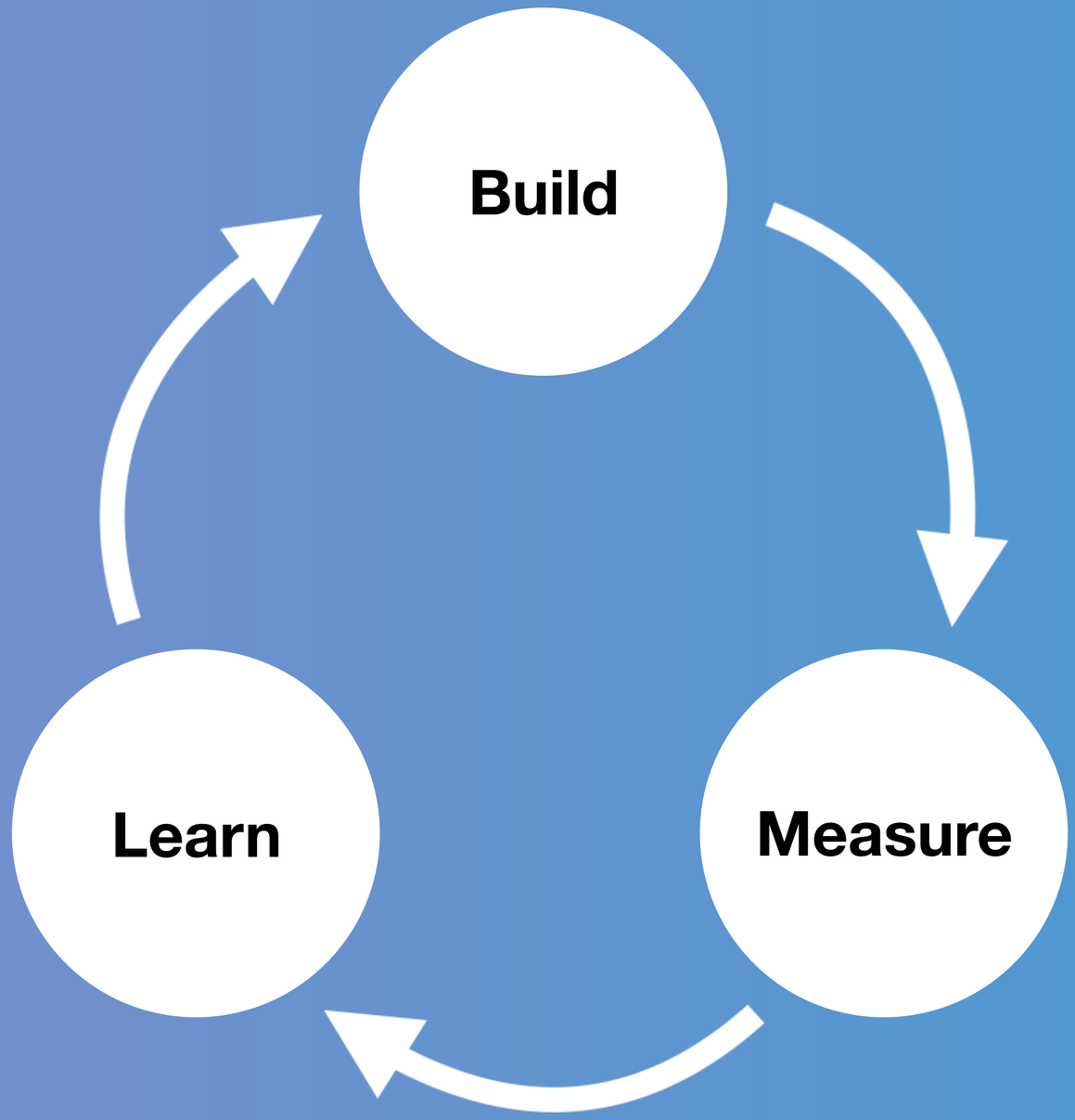
Being stuck in…



Being stuck in… Step one.



Objective:
Minimize total time through loop



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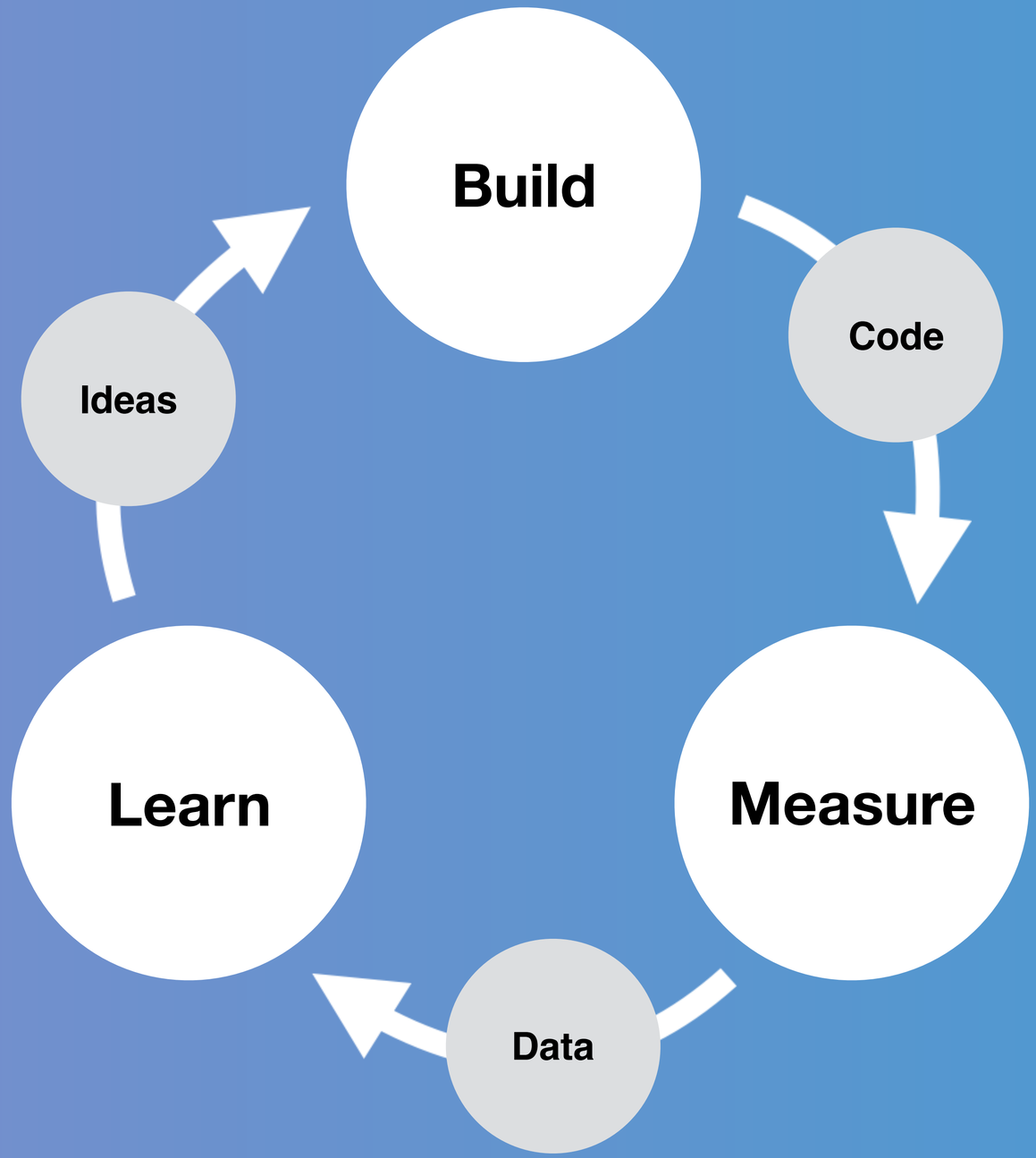

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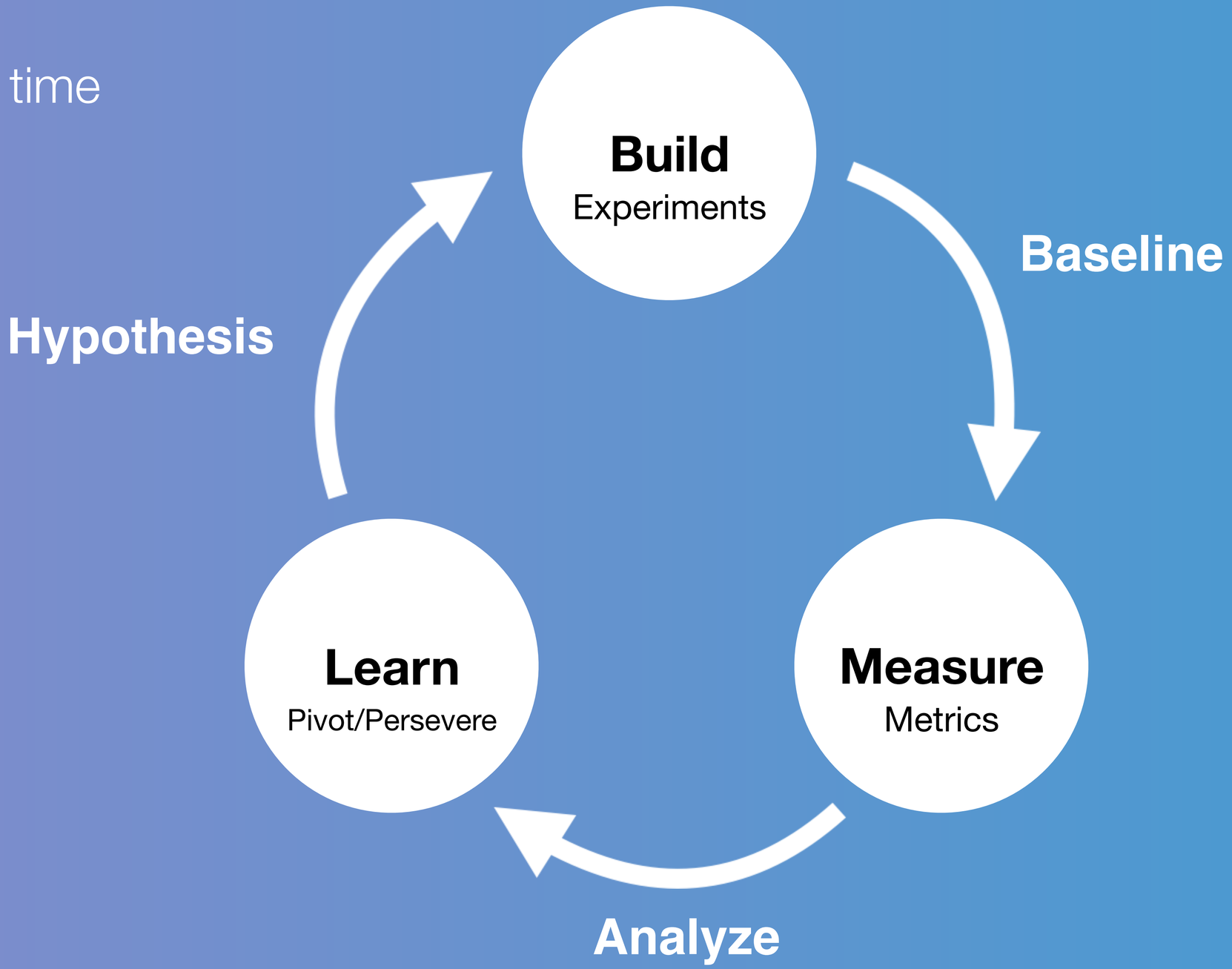
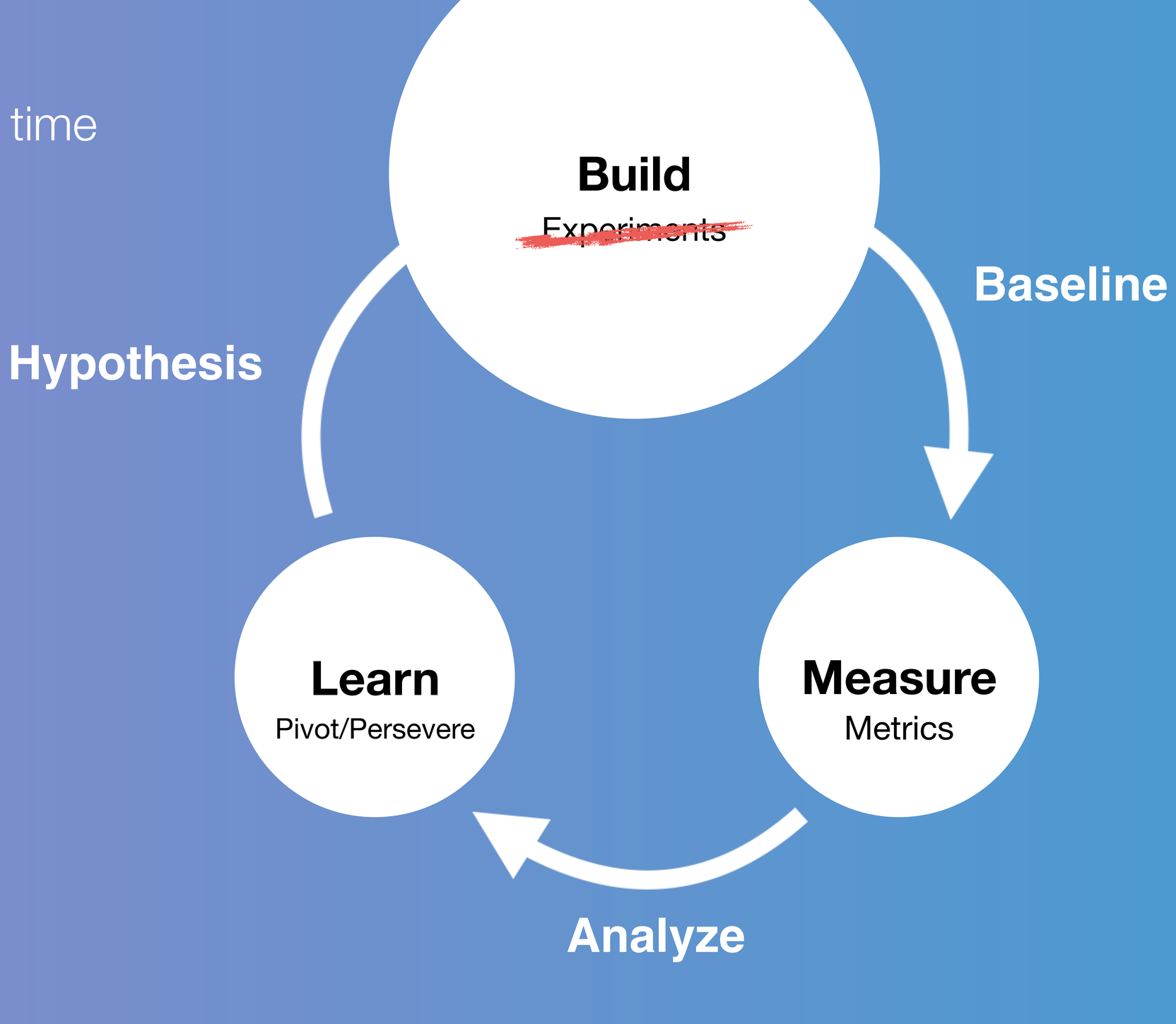
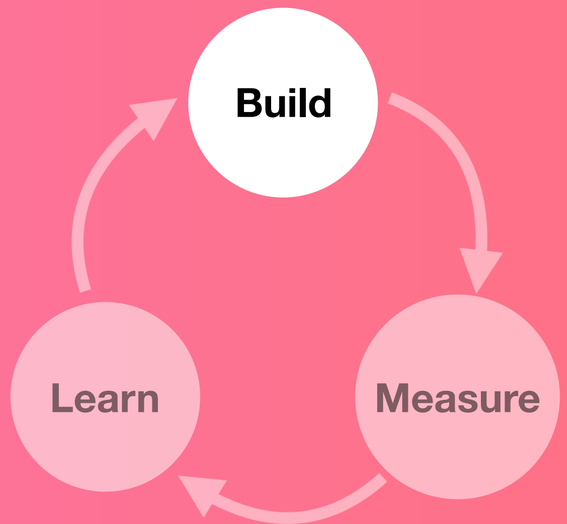
Minimize total time through loop



Objective:
Minimize total time through loop



What does an experiment look like?



Tweet more consistently with buffer

1 **Choose times to tweet.**
For example, 3 times a day at 9:30, 13:30 and 17:30.

2 **Add tweets to your buffer.**
Manually or with our handy browser extensions.

3 **buffer does the rest. Relax.**
We tweet for you. Just keep that buffer topped up!

Plans and Pricing

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Tweet more consistently with buffer

Hello! You caught us before we're ready.

We're working hard to put the finishing touches onto buffer. Things are going well and it should be ready to help you with Twitter very soon. If you'd like us to send you a reminder when we're ready, just put your email in below:

Your email | Remind me

© 2010 buffer. All rights reserved.

MARKET DEMAND

36

Feature Stub

Design the smallest thing possible that might invalidate your hypothesis

HOW Advertise the feature you want to implement before starting its development. Instead of building an entire feature, just add a button calling it out. When users click on the button, kindly explain that the feature is not ready yet and consider adding an open-ended questionnaire asking for feedback on the potential usefulness of the feature.

WHY Feature stubs allow you to test the demand for a feature without building anything at all. In addition to learning about the call-out's click rate, feature stubs provide great opportunities for collecting further qualitative data through micro-survey follow-ups.

SEE ALSO Fake Door Testing[1], Dry Wallet[54]
ALSO CALLED Cowboy Villages, The Button to Nowhere

Tweet more consistently with buffer

MARKET DEMAND

Feature

Design t
thing po
invalida

HOW Advertise t
starting its deve
feature, just add
the button, kindl
and consider adc
feedback on the

WHY Feature st
without buildin
about the call-
opportunities f
micro-survey f

SEE ALSO Fak
ALSO CALLED

WILLINGNESS TO PAY

Dry Wallet

Simulate a "p
experience

HOW Simulate a "purchase nc
simple e-commerce checkou
"We're not ready yet" page, "
of intent, or a similar elegar
without actually billing them

WHY It takes significantly le
pay by creating a setup tha
through click behavior thar
system or checkout flow.

EXAMPLE Before develo
created to explain the fut
led to a "We're not ready
rate that helped validat
plans were inserted in
pricing point performed

SEE ALSO Fake Door Testing

MARKET DEMAND, PRODUCT 37

Spoof Landing Pages

Build one or more one-page sites that advertise your (fictional) product

HOW Sell your future product through several landing pages with fake "Buy" buttons. Drive traffic to your landing pages through ads or similar methods and learn how many click your ads and continue to click your fake button.

WHY Advertising your product (or several versions of it) as if it was real, you will gauge interest and find which version of your messaging corresponds best with user needs.

EXAMPLE Checkmaid.com, a market platform for cleaning maids, validated their business model without cleaners. Instead, a spoof landing page was created with a booking form and a phone number. After running test ads, they learned the conversion rate had they actually had cleaners.

SEE ALSO Feature Stub[36], Dry Wallet[34], Run Test Ads[15]
ALSO CALLED Landing Page Validation

et more consistently with buffer

Free
$0/mo
Who? Dip your toes. Find your feet.
1 1 tweet per day
5 5 tweets in your buffer

Standard
$5/mo
Who? Great for most users.
10 10 tweets per day
50 50 tweets in your buffer

Max
$20/mo
Who? Best for business & enterprise.
∞ Unlimited tweets per day
∞ Unlimited tweets in buffer

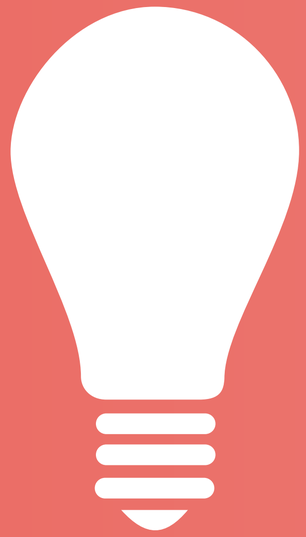
0 Buffer. All rights reserved. Twitter

Tweet more consistently with buffer

Hello! You caught us before we're ready.

We're working hard to put the finishing touches onto buffer. Things are going well and it should be ready to help you with Twitter very soon. If you'd like us to send you a reminder when we're ready, just put your

A unfortunately too common approach to launching digital products



1. Hire team
2. Build product — This is often the most expensive part.
3. Sell, sell, sell — This is the riskiest part.

MARKET DEMAND, PRODUCT

37

Spoof Landing Pages

Build one or more one-page sites that advertise your (fictional) product

HOW Sell your future product through several landing pages with fake "Buy" buttons. Drive traffic to your landing pages through ads or similar methods and learn how many click your ads and continue to click your fake button.

WHY Advertising your product (or several versions of it) as if it was real, you will gauge interest and find which version of your messaging corresponds best with user needs.

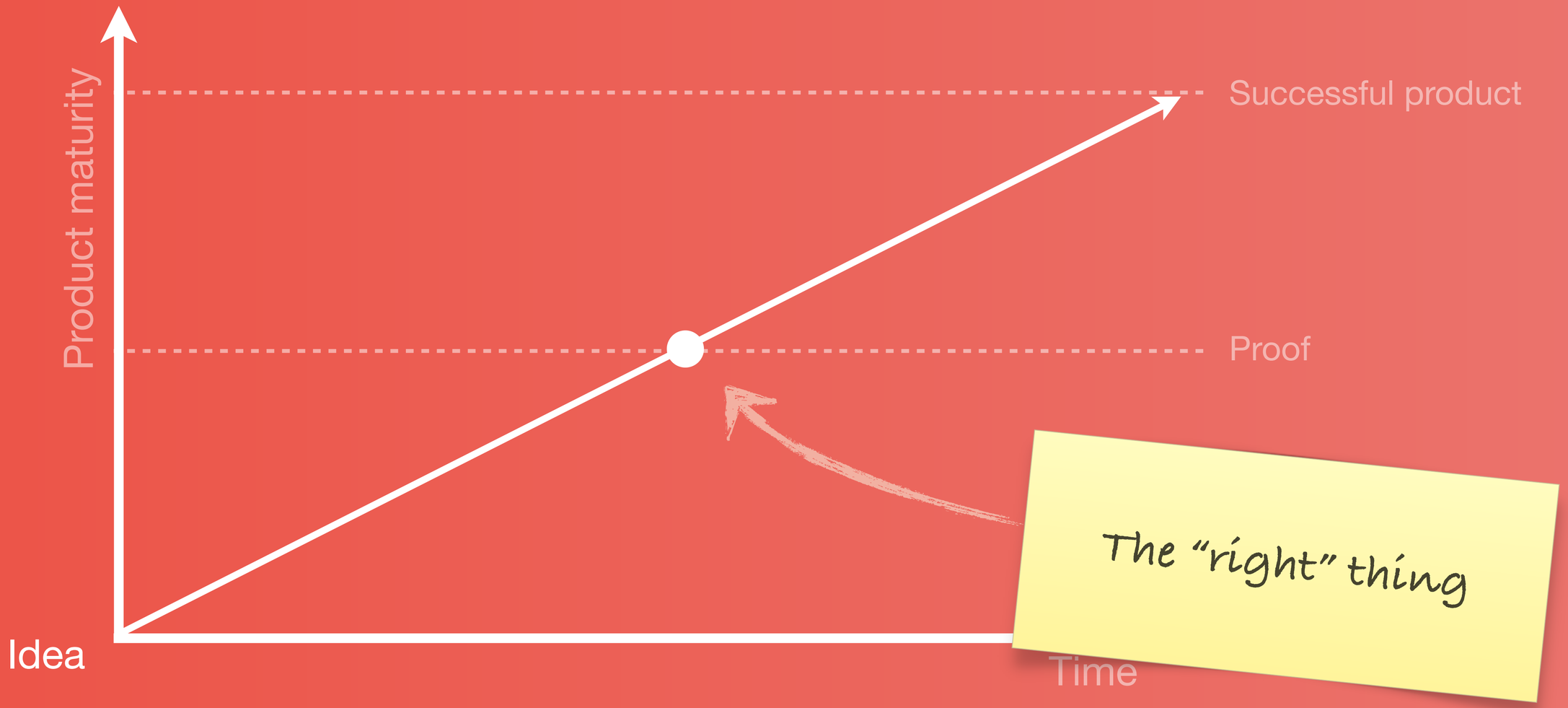
EXAMPLE Checkmaid.com, a market platform for cleaning

cts

A better approach to launching succesful digital products

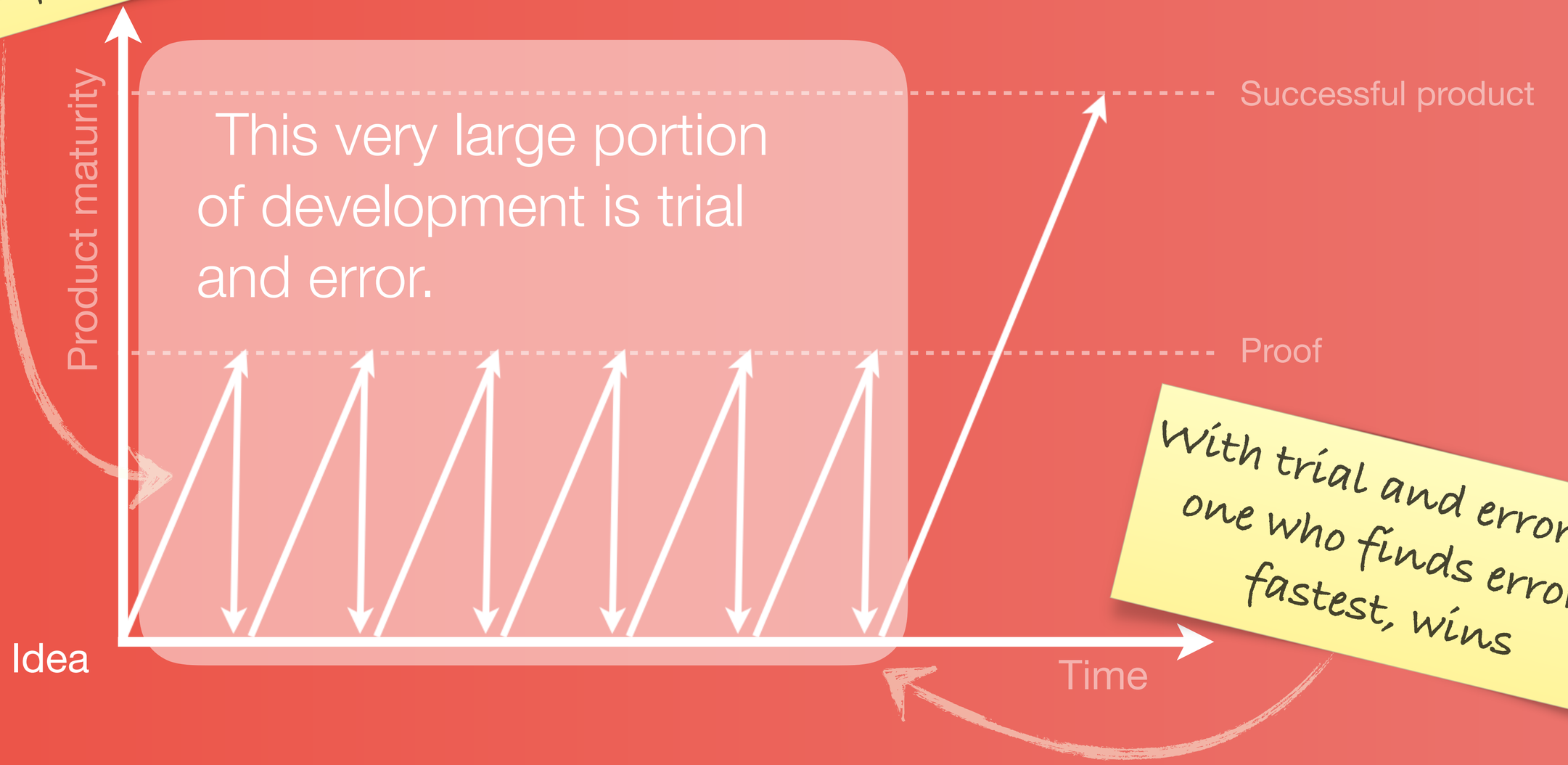
1. Build landing page $
2. Sell, sell, sell !!
3. Hire team
4. Build product $$$

This is a naive way of approaching product development



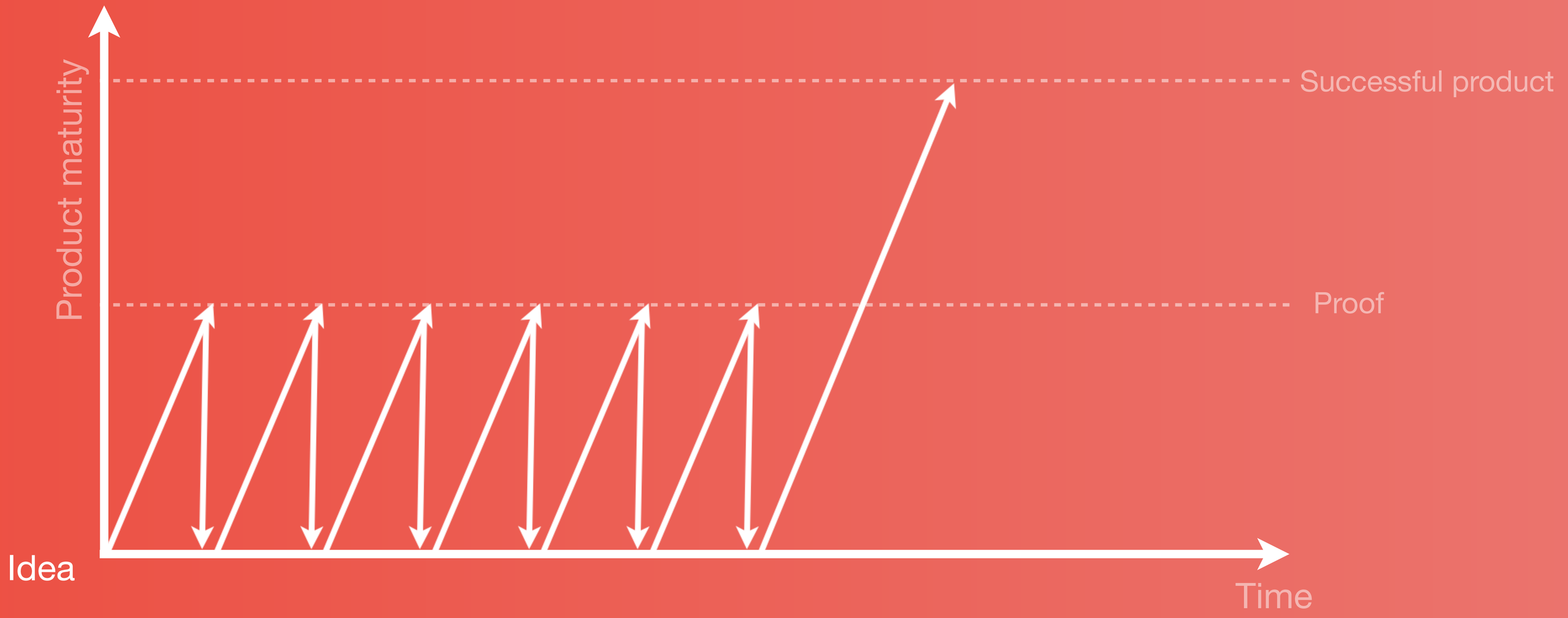
A more realistic view of product development

The most important part of product development

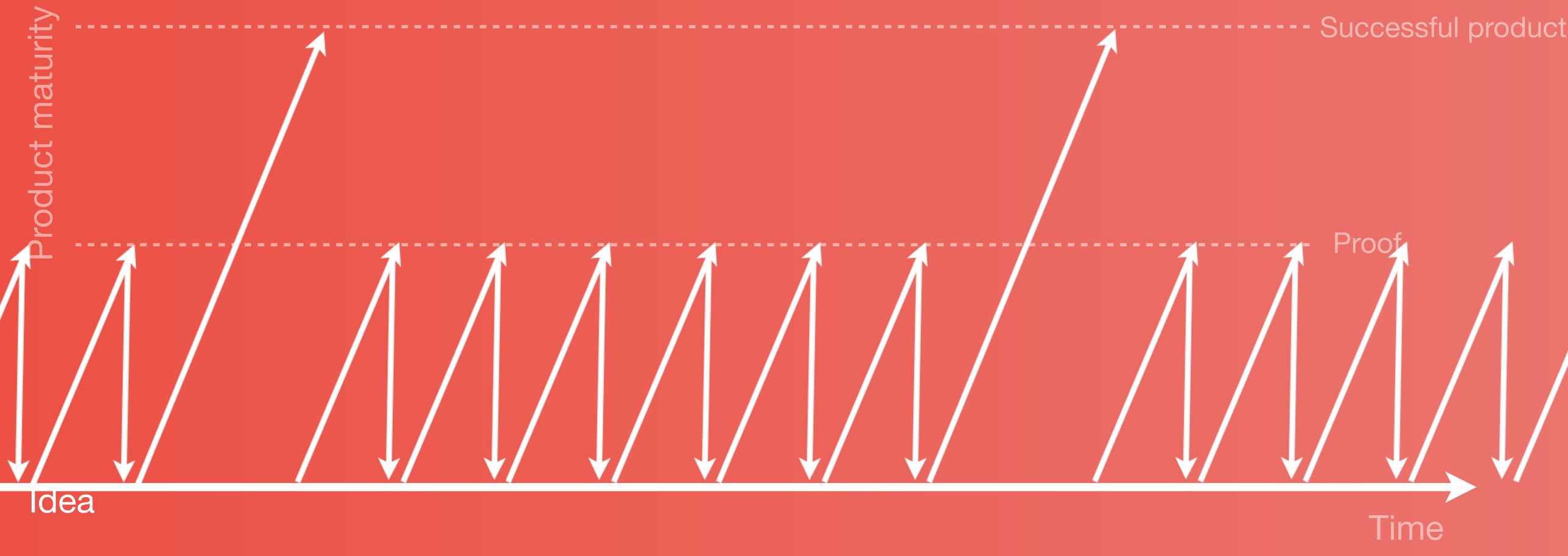


With trial and error, the one who finds errors fastest, wins

A more realistic view of product development



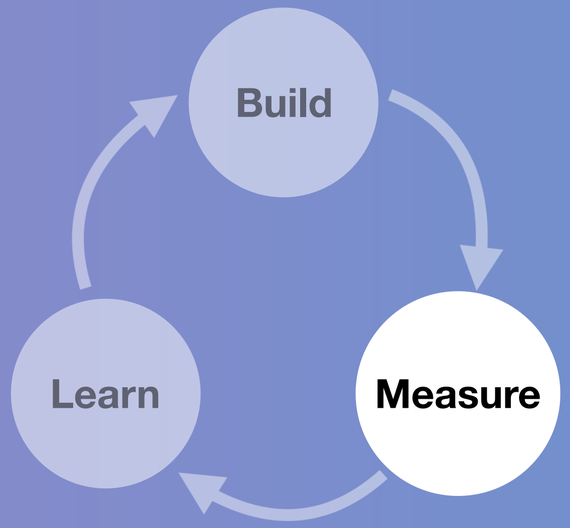
A more realistic view of product development



Most can agree that testing is important, yet so few actually test

Next problem:

Measuring is hard



Collecting the right data
becomes a project in itself

Valid data

Combine data

Enough data

Instead of l ng at the data
we what
ans find,
let's uestions we
have ata we can
crea

sli.do

Event settings

- General
- Features
- Customization
- Integrations
- Share access
- Slido Labs BETA
- My plan

Themes (Dark blue theme selected)

Gallery | Custom

Dark blue | Light grey | Green | Red

Space | Mountain | New York | +28 Show all

Questions

Number of displayed questions

4 | 5 | 6

Latest question

Show the latest question in your Present mode.

SAVE

sli.do

Event settings

General

Features

Customization

Integrations

Themes (Dark blue theme selected)

Gallery | Custom

Red

+28

Show all

4 | 5 | 6

Latest question

Show the latest question in your Present mode.

SAVE

Custom themes not yet available

We'd like to bring you custom themes soon. Please let us know how you would like to customize your event.

Type your response...

CANCEL SEND

A collection of 60 lean product experiments

Problem

Market

Product

Willingness to pay

Problem

Market

Product

Willingness to pay

Problem | **Market** | **Product** | **Willingness to pay**

Is your problem worth solving?

Problem | **Market** | **Product** | **Willingness to pay**

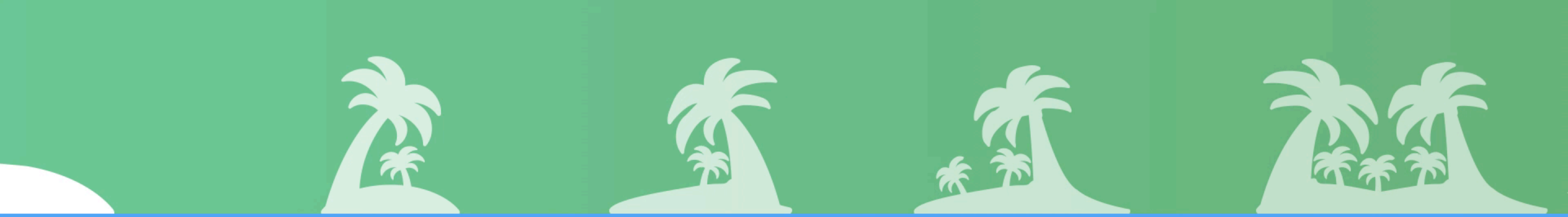
Are there enough users to make up a market for your product?

Problem **Market** **Product** **Willingness to pay**

Does your product solve the problem?

Problem **Market** **Product** **Willingness to pay**

Will people actually be willing
to reach into their wallets and pay for it?



Problem

Market

Product

Willingness to pay

	Problem	Market	Product	Willingness to pay
Idea 1	✗			
Idea 2		✗		
Idea 3			✗	
Idea 4				

Problem **Market** **Product** **Willingness to pay**

Opportunity discovery

Generative research

Interviews, Contextual Inquiry, Move in with the Customer, Industry forums, App reviews, Trends & Keyword Analysis, etc.

Test specifics

Why did that happen?

Solution experiments

Evaluative research

Prototypes, Spoof Landing pages, Samples, Video Demo, Wizard of Oz, Concierge, Collect Pre-orders, Event, Comprehension Tests, etc.

Google Trends | Compare

link building
Search term

content marketing
Search term

+ Add comparison

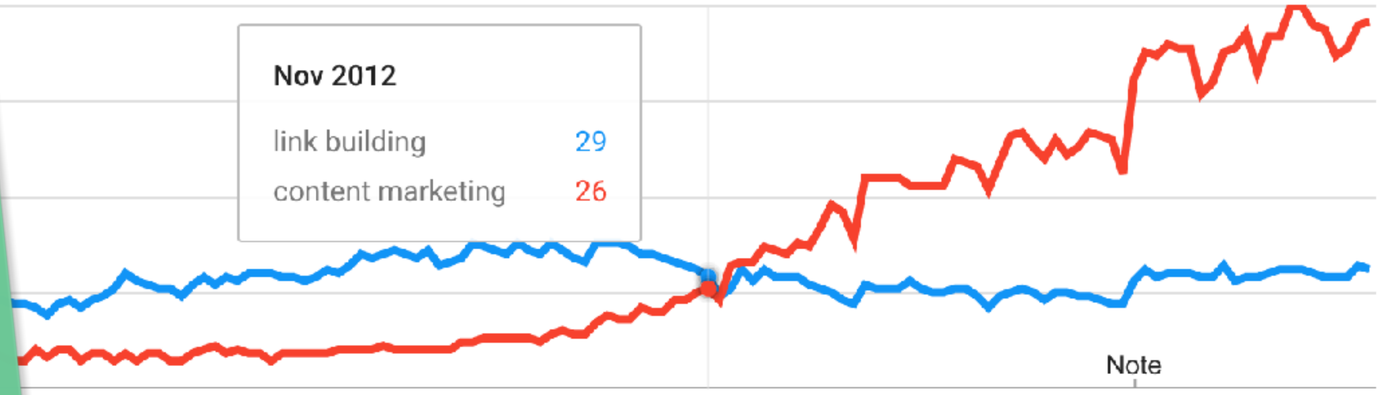
Worldwide

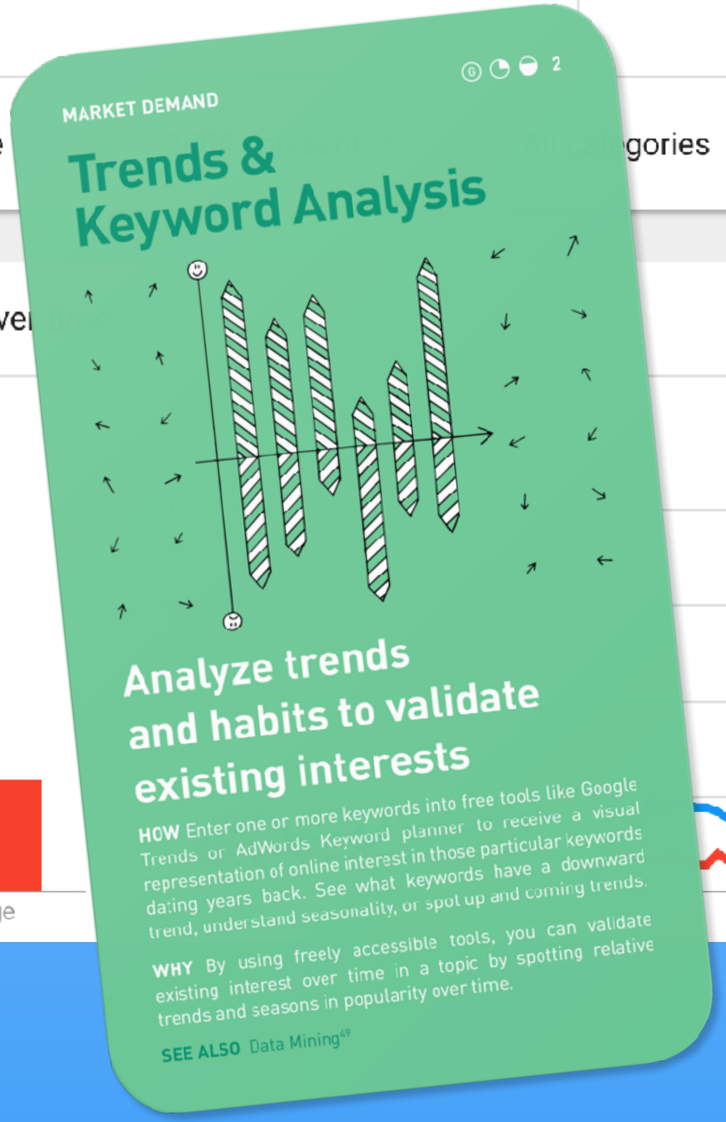
gories

Web Search

Interest over

Average





Validating the Problem

Mac iPad iPhone Watch TV Music Support

Generelt Musik Video Hitlister

View More by This Developer

aler og programmer på din iPhone eller iPad – når det passer dig, hvor det

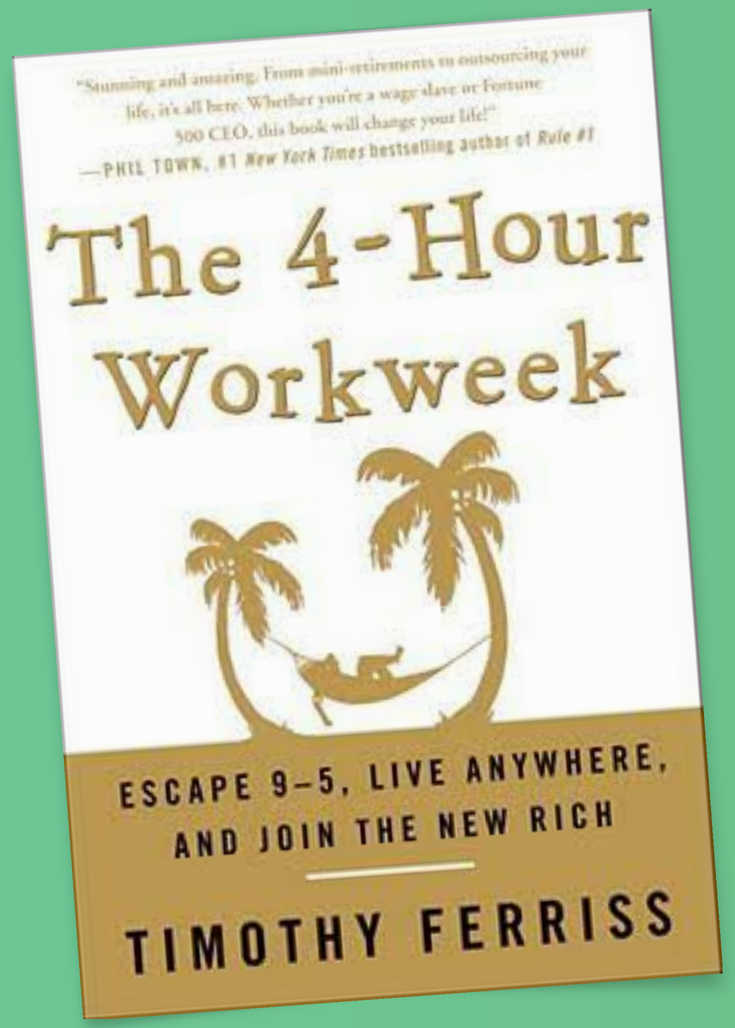
...More

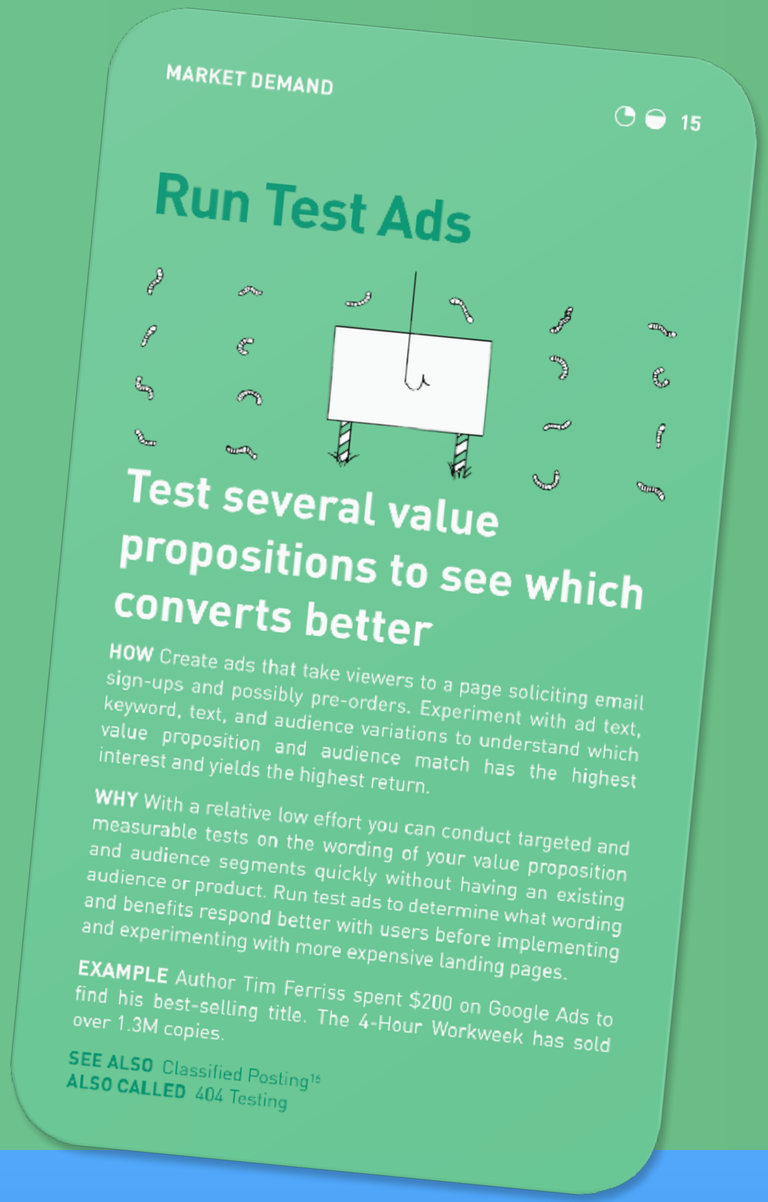
1.5.11

og forsiden

iPhone | iPad

Validating the Problem





Validating the Market

Back to LinkedIn.com

Account | Job seeking preferences | Privacy | Ads | Communications

How others see your profile and network information

How others see your LinkedIn activity

Job application settings

Change

Choose what information LinkedIn saves when you submit a job application.

Let recruiters know you're open to opportunities

Close

Yes

Share that you're open and appear in recruiter searches matching your career interests

We take steps not to show your current company that you're open, but can't guarantee complete privacy. Learn more

Yes

Signal your interest to recruiters at companies you have created job alerts for

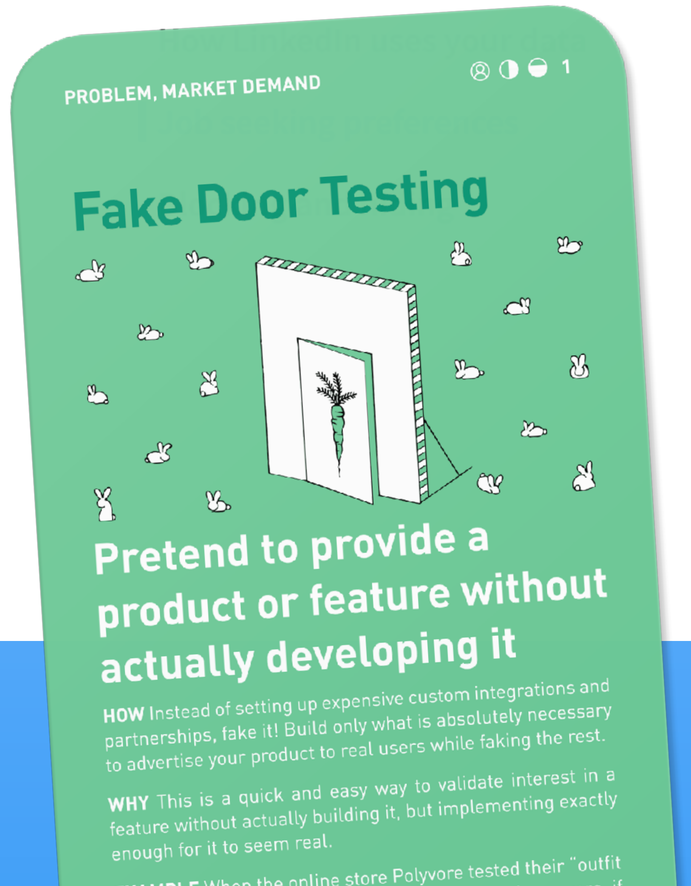
Change

No

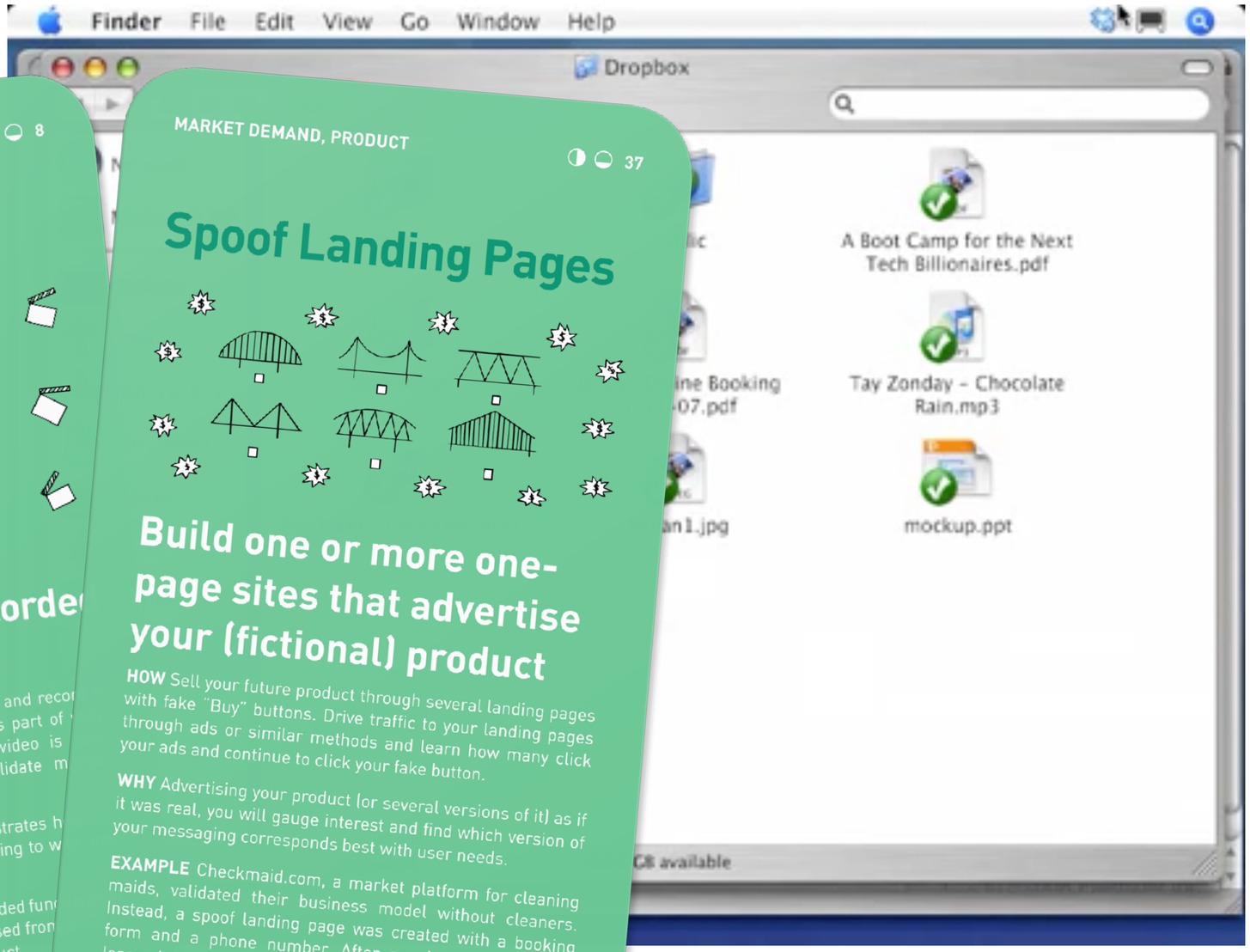
This will be applied for companies that you have created job alerts for.

Sharing your profile when you click apply

Change



Validating the Market



MARKET DEMAND 8

Video Demo

Simulate a working product through a recorde video walkthrough

HOW Create the illusion of a working product and recor "real life" scenario using it. Use that video as part of landing page or marketing message. The video is minimum viable product that can help validate m demand.

WHY A real-life walkthrough clearly demonstrates h product can help customers, eventually leading to w would want to pay for it.

EXAMPLE By demonstrating Dropbox's intended fun through an explainer video, sign-ups increased fron 75,000 overnight – in absence of a real product.

SEE ALSO Fake Door Testing[1], Feature Stub[36]
ALSO CALLED Explainer Video, Video Trailers

MARKET DEMAND, PRODUCT 37

Spoof Landing Pages

Build one or more one-page sites that advertise your (fictional) product

HOW Sell your future product through several landing pages with fake "Buy" buttons. Drive traffic to your landing pages through ads or similar methods and learn how many click your ads and continue to click your fake button.

WHY Advertising your product (or several versions of it) as if it was real, you will gauge interest and find which version of your messaging corresponds best with user needs.

EXAMPLE Checkmaid.com, a market platform for cleaning maids, validated their business model without cleaners. Instead, a spoof landing page was created with a booking form and a phone number. After running test ads, they learned the conversion rate had they actually had cleaners.

SEE ALSO Feature Stub[36], Dry Wallet[34], Run Test Ads[15]
ALSO CALLED Landing Page Validation

Dropbox

Sign-ups went from 5.000 to 75.000 – overnight

Validating the Product

Validating the Problem

A quick question Inbox ×

Anders Toxboe <anders@learningloop.io> Thu, Mar 14, 11:41
to sulu

Hi Susan,

I am thrilled that you got yourself a set of our Validation Patterns card deck.
Thanks!

Out of curiosity - can I ask you a simple question?
How did you hear about the cards? What made you get them?

I'm looking forward for your answer,

Best regards,

Anders Toxboe
UI-Patterns.com

zapier

+

Gmail

Validating the Problem

A quick question

Inbox ×

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UI-Patterns.com

zapier

+

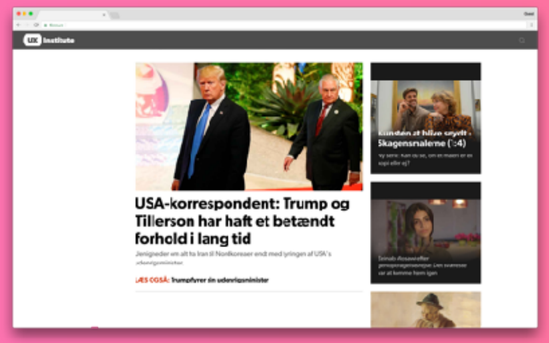
Gmail

Sulu Thu, Mar 14, 3:37 PM (22 hou

to me

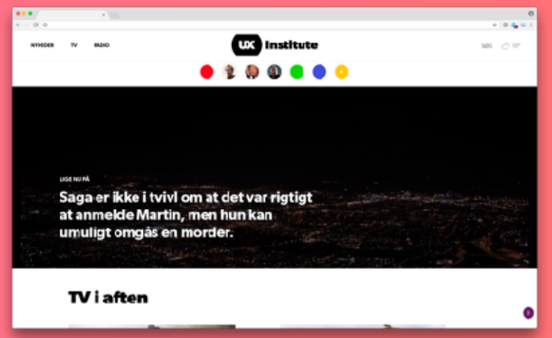
Hi, Anders!!
You know, I am not sure, except that I stumbled across them when I was looking for information on UI best practices, I believe. I usually do my searches through Google. By the way, I am working on my department buying one of these for each of our staff. Wish me luck! My boss is very positive about it! Here is my work e-mail if you should need to reach me: [redacted]

Old



Big Bang

New

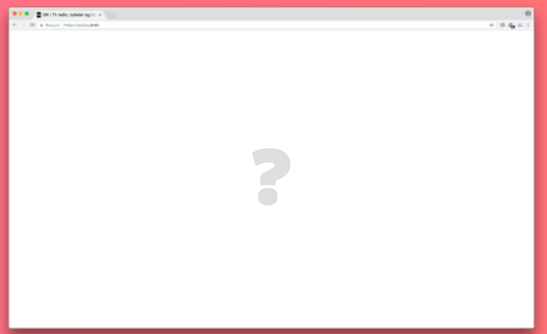


We know how it’s going to look,
but don’t know how it’s going to perform

Experiment

Incremental redesign

New



We don’t know how it’s going to look,
but do know that it is going to perform

Vision

↓

Measurable KPIs

↓

Prioritized experiment backlog

Discovery backlog

Frontpage vision

Product vision

A more lively, engaging, and personal front page for “the ones who feel like under 30”.

The front page sets itself apart by being the best media-site in the North. The new front page will create a personalised and nuanced picture of our offerings using an engaging narrative form. The front page recognises the users engagement, situation, and daily rhythm. On the coach. On the go. At work.

The personalised offering is adapted to the individual user, always. A better offering based in insights into current events and the interests and experiences previously sought for.

The page will give an overview, width, and depth, and adapt to the user’s situation with an intelligent mixture of personalised and editorially curated content – from credible and factual news to the breadth of all of our offerings.

The front page will gather, challenge, and educate – and draw lines to all of our site.

Front page of Media site

Product strategy

Loyalty.
The front page should have ongoing relevance in terms of what's going on around my general fields of interest, so that I want to come back.

Inspiration.
The front page should give me an urge to explore content that I didn't know I was interested in, so that I become enlightened and entertained.

News value & overview.
The front page should give me an updated overview of the news and convey current topics in a way that is manageable for the user. The front page content should be new to me.

KPIs

- **Loyalty** – # of repeat visits in time period (week, month)
- **CTR/Time of Day** (fx. morning, noon, evening)
- Bounce Rate/Time of Day (fx. morning, noon, evening)
- Unique per day / unique per month

- **CTR + Time Spent on Destination/Site** (Session)
- **Page Views/Session**
- Bounce Rate
- Scroll Depth

- **Recency** – # of days since last visit
- **Visits / Time of Day** (fx. morning, noon, evening)
- Engagement on individual elements (fx "Show more")

EXPERIMENT BACKLOG

PRIORITISED BY MOST CRITICAL ASSUMPTION AND SPEED

1. **Top dial.** [loyalty, inspiration] Takeover of old top-zone
2. **Remove right column.** [overview] Right column removed, page is made wider.
3. **Day parting.** [loyalty, inspiration, overview] 3 fixed templates
4. **Teaser design.** [inspiration] Add section labels to teasers
5. **...**
6. **...**

EXAMPLE

Top Dial

Caters to: **Loyalty, inspiration**

Hypothesis

The “Top Dial” will increase loyalty by being personalised and having timely relevance – in turn overcoming the current “banner blindness” top spots

Experiment

A simplified version is implemented that “fakes” time-of-day adapti via 3 templates (morning, noon, evening). The experiment will run through existing banner system for 7 days.

Success conditions

When the Top Dial achieves higher engagement than the current spot banner expressed through consistent high CTR/Time of day

PRODUCT

50

Takeaway Test

Remove or disable a feature to see if it is valued

HOW Purposely remove or disable a product feature or function without notifying your existing customers. If it is a valued feature, you will hear from your customers – if not, it was probably a good idea to remove it after all. Consider removing the feature for a specific segment of users.

WHY The primary purpose of the experiment is to eliminate unnecessary features that may distract the user or otherwise add complexity to product maintenance without adding value. If you are unsure whether an existing feature or function of your product is valuable to your customers, this is the most effective way to find out. While some users may be particularly vocal and complain about a change, that does not necessarily indicate that removing the feature is negative for the larger user base.

ALSO CALLED Disable a Feature

Validating the Product

Stop chasing requirements

Outcome over output

An outcome focus requires a **continuous** product discovery focus

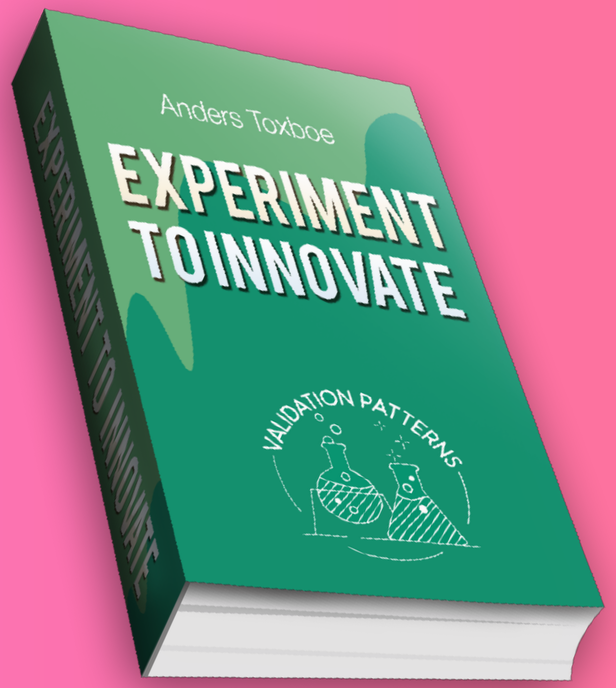
Start thinking about how you can have **weekly customer touchpoints**

One of my life-goals is to

publish a book

to help others
learn from my own hard earned lessons and get ahead of the game

ultimately, I want to help product builders
kick ass at what they love to do



One of my life-goals is to

publish a book

Tactic

Strategy

to help others
learn from my own hard earned lessons and get ahead of the game

Vision

ultimately, I want to help product builders
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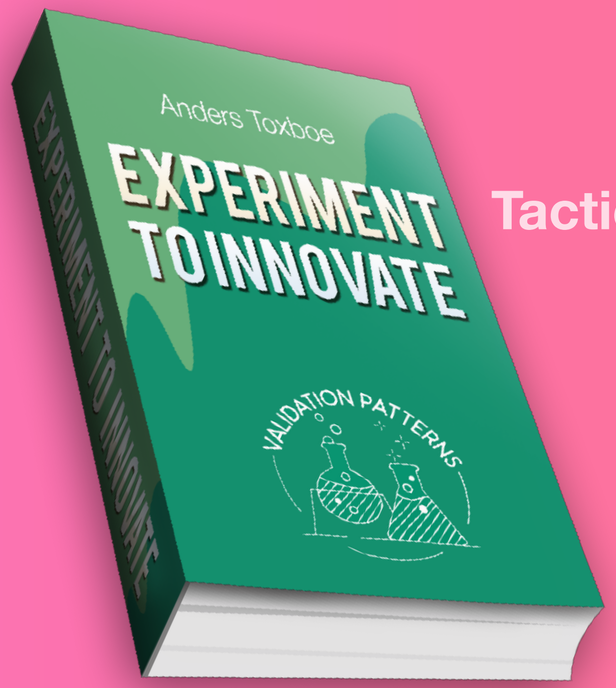

Tactic **Strategy** **Vision**

help others
learn from my own hard earned lessons
and get ahead of the game

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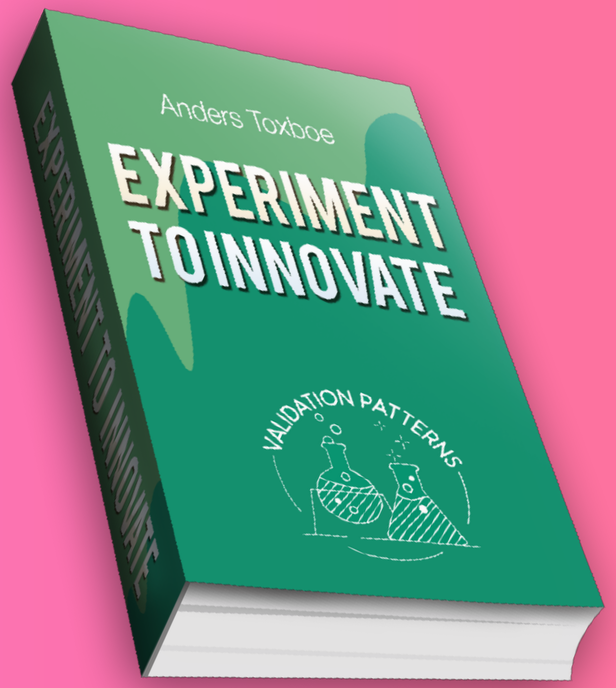

Vision

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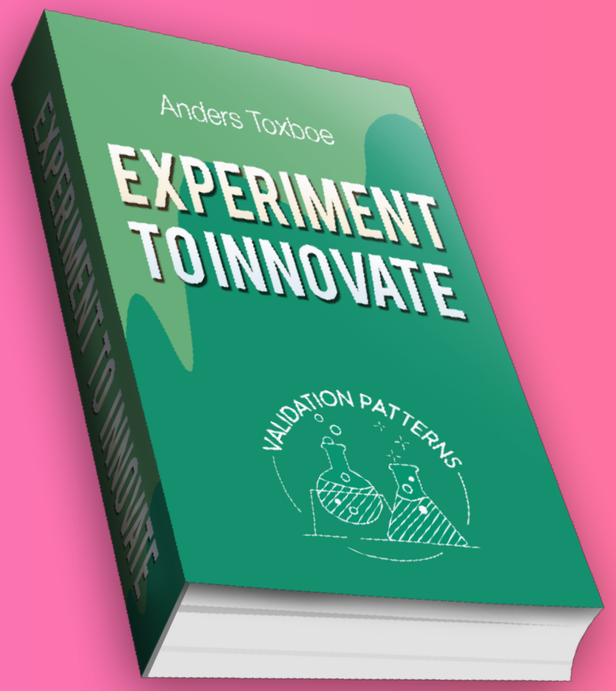


Vision

One of my life-goals is to **help product builders kick ass at what they love to do**

Strategy

– to help others
learn from my own hard earned lessons to get ahead of their game

Tactic

one way to do that could be to publish a book

Vision

One of my life-goals is to **help product builders kick ass at what they love to do**

Strategy

– to help others

[redacted]

to get ahead of their game

Tactic

[redacted]

MARKET DEMAND

Run Test Ad

Test several v propositions converts bett

HOW Create ads that take viev sign-ups and possibly pre-or keyword, text, and audience v value proposition and audi interest and yields the highes

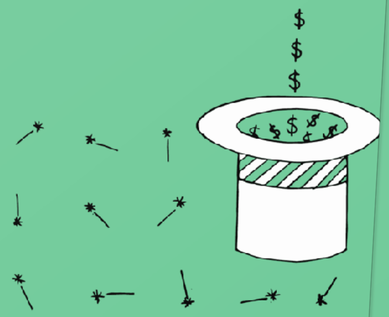
WHY With a relative low effo measurable tests on the wo and audience segments qui audience or product. Run tes and benefits respond better and experimenting with mor

EXAMPLE Author Tim Ferr find his best-selling title. over 1.3M copies.

SEE ALSO Classified Posting
ALSO CALLED 404 Testing

MARKET DEMAND, WILLINGNESS TO P

Collect Pre-or



Allow users to p an order for an i has not yet beer

HOW Set up a one-page website, pro campaign where customers can before you have spent any time deve to make it happen. Nobody likes a s trust that you will deliver the produ the money if the project is scrapped

WHY Gauge demand for a produ hence also the size of initial produc

EXAMPLE VR company, Oculus R page for its development kit before

SEE ALSO Crowdfunding[5], Crowdsou
ALSO CALLED Pre-order page, Pre-

PRODUCT

Wizard of (

Use huma automatic tasks

HOW Use your own h services to fake auto build. To keep the fa constructing your e not needed in order testing.

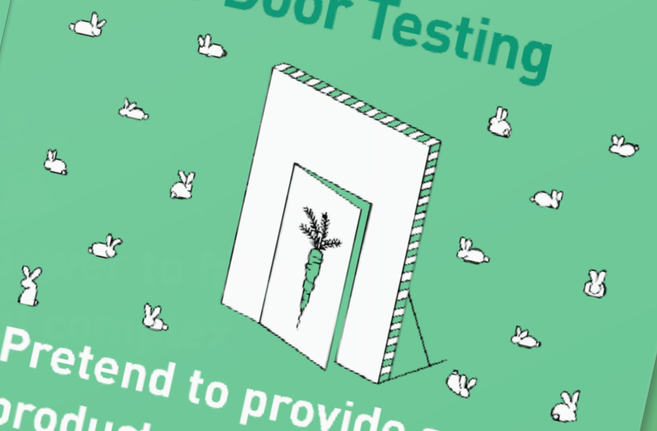
WHY Humans car takes longer for t avoid wasting pr does not want.

EXAMPLE To te recognition with a usability test microphone a words appear

SEE ALSO Con
ALSO CALLED

PROBLEM, MARKET DEMAND

Fake Door Testing



Pretend to provide a product or feature without actually developing it

HOW Instead of setting up expensive custom integrations and partnerships, fake it! Build only what is absolutely necessary to advertise your product to real users while faking the rest.

WHY This is a quick and easy way to validate interest in a feature without actually building it, but implementing exactly enough for it to seem real.

EXAMPLE When the online store Polyvore tested their "outfit sales" feature, their most uncertain assumptions were if people were interested in shopping for outfits and whether customers would buy more if they got a bigger discount. They faked the clothing brand and the product team handled payment and shipping themselves.

SEE ALSO Feature Stub[36], Dry Wallet[34]

Anders Toxboe
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@uipatternscom

shop.ui-patterns.com

A collection of 60 of the most common lean product experiments regularly used by product builders.

They are all safe-to-fail experiments that will help you validate your most riskiest assumptions.

Get them: *shop.ui-patterns.com*

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@uipatternscom

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Remember to rate this session

Thank you!

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