



BlueLion

Various Test Setups

BlueLion Toolbox



A Foundation for
Entrepreneurs

What different test setups are available?

Solution Interview

Smoke-Test

Online Survey

Concierge-Service

Wizard of Oz

Crowdfunding

Digital Advertising

Video

Solution Interview

Present your problem and solution/prototype to potential customers and speak with them about it.



PRO

- Possibilities for feedback
- "5-senses" feedback
- Collaborative development/inspiration
- Natural and personal



CON

- Time-consuming
- Sympathy bias
- Not representative
- No direct measurability



Concierge-Service

Offer the service that your solution is supposed to provide later and perform it manually.



PRO

- Cheap
- Realistic
- Valuable insights regarding potential obstacles



CON

- Not possible for every idea
- Only possible on a small scale
- High personal effort



Digital Advertising

Use digital advertising campaigns to see if potential customers click on your ad as an indication for interest.



PRO

- Very detailed data
- Target group specific
- Fast customization possible
- Representative
- Wide range of evaluation options



Google Ads



CON

- Depending on scope, cost-intensive
- Initial effort for necessary understanding
- Evaluation sometimes complex

facebook

Smoke-Test

Test interest in your product/service without it having to already exist. Mostly through landing page with call to action (purchase or newsletter button).



PRO

- Wide range of applications
- Good evaluation possibilities
- Possibility of a call to action (pretending)
- Targeted application possible
- Flexible (A / B testing)



CON

- Limited feedback on the product
- SEO often additionally necessary

The screenshot shows a landing page for BeMySponsor. At the top right is the BeMySponsor logo. The main headline reads "Sponsorenlauf einfach und digital ins Ziel bringen!". Below this is a sub-headline: "Mit BeMySponsor organisierst du Sponsorenläufe effizient, ganz ohne Papier und Excel-Listen. Einfach, sicher und transparent mit automatischer Zahlungsabwicklung." To the right of the text is an illustration of a person running, with dollar signs floating around them. At the bottom left, there are two input fields labeled "Name" and "E-Mail". Below these fields is a red button with the text "KOSTENLOS REGISTRIEREN UND AUSPROBIEREN".

Wizard of Oz

„Fake it before you make it“ - Simulate your solution using human intervention.



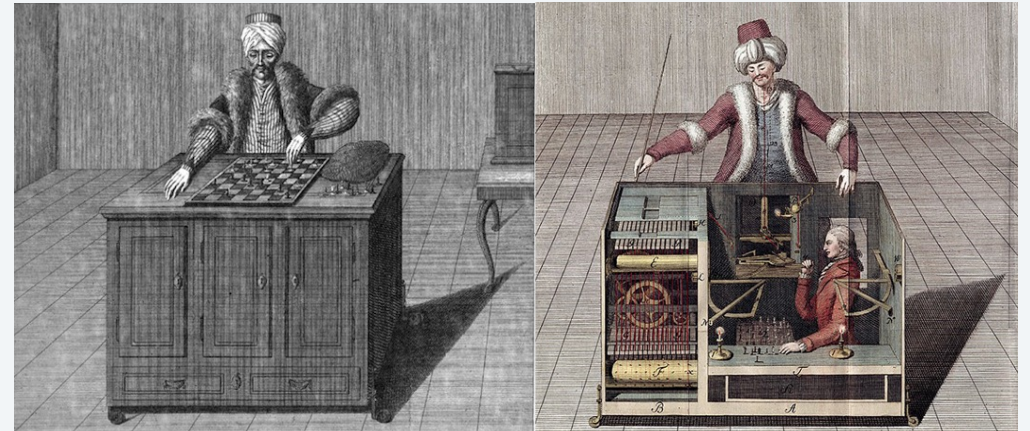
PRO

- Good way to test user journey as realistically as possible



CON

- Manual effort
- No scalability
- Behavior of users must be predictable



Video

Explain your solution idea in a short, concise video. The video can be shown during interviews or integrated into a landing page.



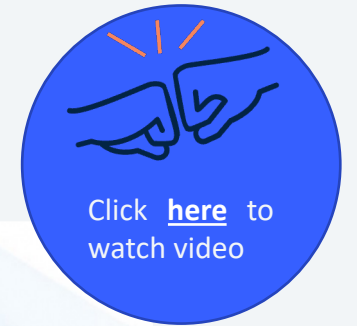
PRO

- Very understandable and accessible communication of the value proposition
- Good pitch entry
- Easy to share



CON

- Involves a certain amount of time and money
- Not suitable for very early prototyping



Online Survey

Ask potential customers about your solution idea via onlinesurvey.



PRO

- Broad feedback in short time
- Specific target group easily accessible
- Low preparation effort
- Good evaluability



CON

- Sometimes difficult for CH target group
- No control of the survey situation



Crowdfunding

Use a crowdfunding campaign to validate interest in your idea.



PRO

- Great exposure for product possible
- Self-financing of the solution
- Very real testing (incl. purchase decision)
- Useful feedback through questions from interested parties



CON

- High initial effort
- High maintenance effort
- Commitment in case of success of the campaign

KICKSTARTER