

MARTIN'S RAT GUIDE - A collection of experiments that simulate the imagined experience to provide maximum learning 1(2)

Name	Definition	When to use it	How-to	Pros	Cons
Storytelling / Storyboards	Talk with empathy about the service in words or in pictures and words. Qualitative test.	When determining whether people can relate to the problem and the solution. E.g.: Lean Startup book - Jennie Discovers	Explain the goals, describe the context, describe an interaction, and end with the outcome. Optionally using storyboardthat.com	Very cheap.	Requires that the person you are talking to is a good listener. The storyline may seem unlikely.
Roleplay / Bodystorming	Let the audience interact with the service as if it existed. Qualitative test.	When determining whether the interaction gives the right results and if a need actually exists. E.g.: video	Act out the product or service interaction based on a script with a potential user.	Easy to be convincing, since it relies on the target audience's imagination.	Requires good script and framing for a correct result. Can be run as exploratory activity without a script.
Landing page	Show a site/page that communicates the value of a product/service and lets the target group take action. Quantitative test.	When you want to find out if there is sufficient interest in a product/service. E.g.: buffer.com , a product nowadays	Use a landing page tool, such as instapage.com , and be sure to have a sign-up form.	Just a pitch, not a complete solution. Can be up and running in minutes.	Requires a good way to lead the audience to the page. Doesn't explain why they signed up.
Video	Demonstrate what the product can do through a movie. Quantitative test.	When the solution can't be explained in words on a landing page. E.g.: Dropbox begun with showing a video that simulated the service.	Create high-fidelity prototype, for instance in invisionapp.com , record the screen and put the video on a landing page.	Can show complicated and complex functionality without the need to build it.	Requires time to be credible. Same problems as with a landing page.
Crowdfunding	Let the target group pay to show their actual interest before the product is built (perhaps using video and landing page). Quantitative test.	When you want to see if the solution will bring in money. E.g.: kickstarter.com -projects.	Make a detailed description of the product, with videos, drawings, etc. and put it on for instance Indiegogo .	A great way to pitch the product and sell it at the same time.	Might be difficult to convince the audience and difficult to find the right price. Requires good knowledge of purchasing behaviors.

RAT means Riskiest Assumption Test. Use these experiments to validate assumptions about your problem or idea in your Lean Startup / Lean UX process.

MARTIN'S RAT GUIDE - A collection of experiments that simulate the imagined experience to provide maximum learning 2(2)

Name	Definition	When to use it	How-to	Pros	Cons
Prototype	Let the target group test themselves what the product can do (through a fake UI). Qualitative test.	When you've learned enough about the target group's needs to propose a solution. E.g.: video	Build several wireframes in balsamiq.com link them together to create a click-through prototype.	Close to the final product experience. The parts that differ is covered by the user's imagination.	Requires good (static) content to be convincing. Does not deliver correct dynamic content.
Simulation	Simulate the experience when playing. Qualitative test.	When you need to dig deeper into the problem E.g.: Team Shapes or Luxury Trap's budget board	Create an exercise or game that is quick to play and that creates the possibility to see the problem more clearly.	Gives broad insights in the problem area.	Requires ingenuity and a lot of time to create
Concierge	Deliver a service (in full or part of) manually to few persons. Qualitative test.	When trying to sell a service before it is built to understand what works for the target group. E.g.: foodonthetable (video)	Find persons with a need, fulfill their need manually, evaluate continuously.	Direct contact med the target group. Easy to learn. Easy to adjust. No code required.	Not scalable at all.
Wizard of Oz	Create a service/product that looks automatic to the audience, but deliver parts (or the whole) result manually. Quantitative test.	When trying to get the target group to use a service/product before it is built, and want to reach a larger audience. E.g.: zappos (article)	Build a shell for a service, make it available to the audience and build more and more of the functionality meanwhile.	Looks real to the target group. More scalable than Concierge.	Requires coding to build a shell around the Wizard of Oz so that he/she/it is hidden.
Cupcake (Minimal Feature Set)	Let the target group start using the minimal valuable(!) release of the service/product Quantitative "test".	When you know enough about the target group's problem and possible viable solutions for implementation. E.g.: iPhone 1	Find the target group's main needs, match with business needs, and build the smallest corresponding set of functions.	The target group would want to use the product immediately because it gives them actual value	Requires knowledge about what is valuable for the target group. Not possible to charge full price for "less" functionality.

RAT means Riskiest Assumption Test. Use these experiments to validate assumptions about your problem or idea in your Lean Startup / Lean UX process.