

5 DAY PROTOTYPE CHALLENGE

Day 3: Two Tests are Better Than One

Name one feature or design item that you made a decision about in creating your initial prototype.

What was option you didn't choose?

Create a second prototype (landing page, mockup, etc...) that utilizes the other options.

Separate a customer group (email list or live interviews) into two unique groups & present one or the other option. Measure factors like:

- Likelihood to buy
- Click thru rate
- Email optin
- Social sharing

Which option performed better? What did you learn?

What other options would you like to test?