

UTILITY TESTING FEATURE LIST

1 PROBLEM

2 CUSTOMER EMOTIONS

Start End

3 POTENTIAL FEATURES	SCORE
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....


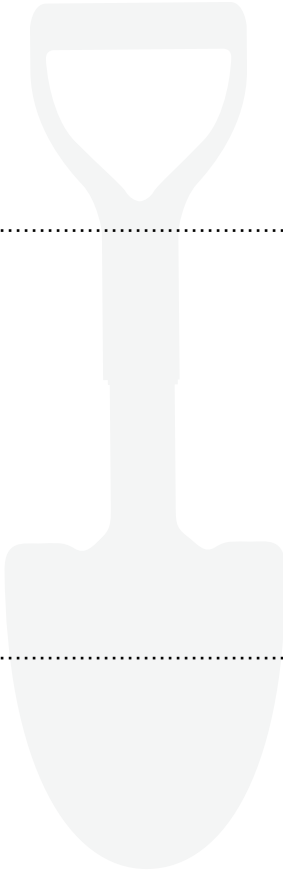
4 UTILITY TESTING VERSIONS

v0.1

v0.2

v0.3

BUILDING YOUR UTILITY TEST

1 Feature	2 Scalable Version	3 Manual Version
v0.1		
v0.2		
v0.3		

YOUR UTILITY TESTING METRIC

Total Lifetime Value (TLV)

- 1 Period
- 2 \$/Period
- 3 # of Periods
- 4 Churn Rate = $\frac{1}{\text{periods}}$ = %
- 5 Action Plan:

Viral Coefficient (K)

- 6 Projected K
- 7 Referral Timeline
- 8 Prompt
- 9 Offer
- 10 Action Plan:

UTILITY EXPERIMENT

1 PRODUCT

2 TIME BOX

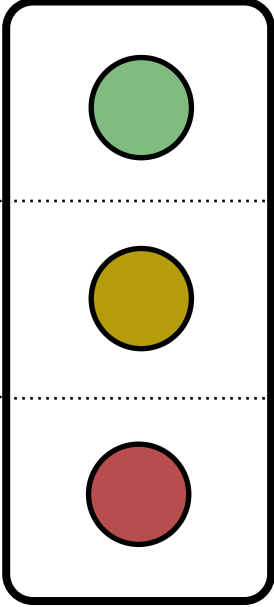
Start: End:

3 SUCCESS METRIC STOPLIGHT

Metric:

Success: →

Failure: →



Proceed:

Optimize:

Failure Protocol

FAILURE PROTOCOL

4 Reflect

5 Relate

Failure Friend #1:

Failure Friend #2:

6 Re-Declare Victory

I will declare victory when I achieve:

.....

number things

& will feel

7 Re-FOCUS

If this path doesn't lead to victory, I will find one that does.

My next step:

INCREASING LIFETIME VALUE

EMOTIONAL DELTA

1 Problem context

2 When/how to measure before?
.....

3 When/how to measure after?
.....

USER EXPERIENCE

7 When/how will you observe their emotional journey?
.....
.....

GETTING FEEDBACK

4 What problem are they solving?
.....

5 How much do they care about your problems?
.....

6 When/how will you ask for feedback?
.....

EXCEEDING EXPECTATIONS

8 When/how will you discover new customers' expectations?
.....
.....

INCREASING VIRAL COEFFICIENT

PROMPTS

1 Intrusive Accelerating	Copy	EΔ
→		
2 Overbearing Intriguing	Copy	EΔ
→		

OFFERS

sharing
invite

3 Celebrate Success	4 Asking for Help	5 Expertise
Trigger: Copy: 	Trigger: Copy: 	Trigger: Copy:
6 Better Interactions	7 Help One Another	8 Accountability
Trigger: Copy: 	Trigger: Copy: 	Trigger: Copy: