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

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

You’ll find this as a PDF at [https://www.crisp.se/ratguide/](https://www.crisp.se/ratguide/) Version 3.0

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### Prototype

**Definition:** Let the target group test themselves what the product can do (through a fake UI). Qualitative test.

**When to use it:** When you’ve learned enough about the target group’s needs to propose a solution. **E.g.:** video

**How-to:** Build several wireframes in balsamiq.com link them together to create a click-through prototype.

**Pros:** Close to the final product experience. The parts that differ is covered by the user’s imagination.

**Cons:** Requires good (static) content to be convincing. Does not deliver correct dynamic content.

### Simulation

**Definition:** Simulate the experience when playing. Qualitative test.

**When to use it:** When you need to dig deeper into the problem **E.g.:** Team Shapes or Luxury Trap’s budget board

**How-to:** Create an exercise or game that is quick to play and that creates the possibility to see the problem more clearly.

**Pros:** Gives broad insights in the problem area.

**Cons:** Requires ingenuity and a lot of time to create

### Concierge

**Definition:** Deliver a service (in full or part of) manually to few persons. Qualitative test.

**When to use it:** When trying to sell a service before it is built to understand what works for the target group. **E.g.:** foodonthetable (video)

**How-to:** Find persons with a need, fulfill their need manually, evaluate continuously.

**Pros:** Direct contact med the target group. Easy to learn. Easy to adjust. No code required.

**Cons:** Not scalable at all.

### Wizard of Oz

**Definition:** Create a service/product that looks automatic to the audience, but deliver parts (or the whole) result manually. Quantitative test.

**When to use it:** 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)

**How-to:** Build a shell for a service, make it available to the audience and build more and more of the functionality meanwhile.

**Pros:** Looks real to the target group. More scalable than Concierge.

**Cons:** Requires coding to build a shell around the Wizard of Oz so that he/she/it is hidden.

### Cupcake (Minimal Feature Set)

**Definition:** Let the target group start using the minimal valuable(!) release of the service/product. Quantitative “test”.

**When to use it:** When you know enough about the target group’s problem and possible viable solutions for implementation. **E.g.:** iPhone 1

**How-to:** Find the target group’s main needs, match with business needs, and build the smallest corresponding set of functions.

**Pros:** The target group would want to use the product immediately because it gives them actual value

**Cons:** Requires knowledge about what is valuable for the target group. Not possible to charge full price for “less” functionality.

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