

# 4. BIZ IDEA TESTING

## INTRODUCTION

We may be familiar with testing products and services, and we can take this same approach to testing out the business model itself. We might have a great product or service, but not know precisely how people might like to use or own it? For example, we might like to hire really expensive headphones as in the xx example, or we might want to rent them for a particular event where sound is a priority. Each of these has a different business model, and it is in understanding just how people might like to engage with us where the magic lies.

## WHAT THIS TOOL IS FOR

This tool is to help you to think through the business idea that you are working towards, and to make sure by testing, that it is the one that appeals to the audience in mind.

## WHEN TO USE IT

As you develop your ideas about what the product, service or experience might be, here is a way of thinking about it so that you can test it on people. Too soon and you might not be sure of what it actually is. Too late and you may have committed to decisions that rule out some directions. The idea is to test the business idea just as you would a product or service idea: test it early and often.

## HOW TO USE IT

Start with your idea that you are testing. You may have made these in the bundling tool above. Then explore what it is that you don't yet know - this may range from whether people will actually pay for something, through to whether they might like it digital or delivered to their home for example. The next stage is to make something that can be tested. At an early stage this can be rough, and later in the process, needs to be closer to the final version. Finally, you can explore how to capture what people think and do with your tests, and how they respond to your business idea.

## WHAT DO YOU GET FROM IT?

Using this tool helps you to think methodically about what you are doing, and to make sure you capture what you need to know. It helps you to make sure that the way you are thinking about the business will work for them, and provide you with evidence and the confidence to proceed.

## PROTOTYPING THE BUSINESS KIT

### Tools we have made

In the course of our work in supporting new ideas in immersion, automation and data we have developed our Prototyping the Business Programme, and we have made some new tools to help you to think about your offering, your way of working and operating a business, and how you communicate that to others.

This set of tools are designed to help you to dig into some essential aspects of your creative business, for example:

- understanding and creating a closer conversation with your audiences;
- knowing your market and how you can get to it
- considering the different business forms possible and selecting the one that fits for you and your values
- establishing the right business model for you and your idea,
- aligning with your visions, values and culture to make the business that works for you.

Work on them alone or as a team

All of these tools can be used alone, or with the rest of your team, so that everyone gets to contribute to the thinking, and you get more brains thinking with you.

### Feedback

We are always interested in hearing how people use these, and there is a link on the tools for any feedback you have about using them. Please send any feedback to [gill.w@watershed.co.uk](mailto:gill.w@watershed.co.uk).

# 4. BIZ IDEA TESTING

## PROTOYPING THE BUSINESS KIT

WHICH BUSINESS  
IDEA ARE YOU  
TESTING?

WHAT DO YOU NEED TO  
KNOW?

WHAT WILL YOU MAKE TO  
TEST?

HOW WILL YOU  
CAPTURE WHAT  
THEY THINK & DO?

ADD THE BUSINESS  
OFFER IDEA HERE

HERE ADD WHAT YOU ARE  
TESTING, FOR EXAMPLE:

- DO THEY LIKE IT?
- WILL THEY PAY FOR IT?
- WHICH OF TWO OR  
MORE CHOICES DO THEY  
PREFER?
- HOW DOES IT FIT INTO  
THEIR LIVES?
- WHAT ELSE MIGHT THEY  
THINK ABOUT TO DO THE  
SAME THING FOR THEM?
- WHEN MIGHT THEY  
IMAGINE THAT THEY  
WOULD FIND IT?

HERE IDENTIFY WHAT  
MATERIALS YOU WILL  
SHOW THEM TO TEST: IS  
IT A CLICK-THROUGH OF A  
SERVICE, OR A DUMMY OF  
A BOOKLET, OR A MOCK  
UP OF A LEAFLET, TICKET,  
INVOICE OR RECIEPT?

HERE CAN YOU THINK  
ABOUT WHAT METHOD  
YOU WILL USE TO  
CAPTURE WHAT YOU  
NEED, FOR EXAMPLE:  
RECORD IN FILM OR  
AUDIO, MAKE NOTES,  
ASK THEM TO KEEP A  
DIARY, GIVE THEM A  
PACK OF THINGS TO  
WRITE ON, GIVE THEM  
SOMETHING TO RECORD  
THEIR THINKING ON

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BIZ IDEA

TESTING FOCUS

TEST MATERIALS

DATA CAPTURE

# 4. BIZ IDEA TESTING

## PROTOTYPING THE BUSINESS KIT

WHICH BUSINESS  
IDEA ARE YOU  
TESTING?

ADD THE BUSINESS  
OFFER IDEA HERE

"LEAVE  
NOTHING  
BEHIND"  
TOURIST  
TAX APP.

After the  
show, tourists  
are offered a  
chance to  
contribute via  
a phone app

WHAT DO YOU NEED TO  
KNOW?

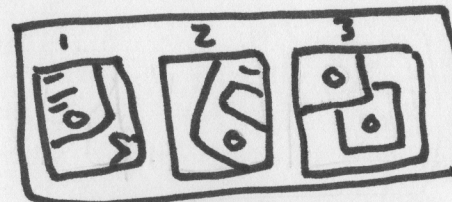
HERE ADD WHAT YOU ARE  
TESTING, FOR EXAMPLE:

- DO THEY LIKE IT?
- WILL THEY PAY FOR IT?
- WHICH OF TWO OR MORE CHOICES DO THEY PREFER?
- HOW DOES IT FIT INTO THEIR LIVES?
- WHAT ELSE MIGHT THEY THINK ABOUT TO DO THE SAME THING FOR THEM?
- WHEN MIGHT THEY IMAGINE THAT THEY WOULD FIND IT?

Testing if tourists  
would use it + how  
they might feel  
about being asked

WHAT WILL YOU MAKE TO  
TEST?

HERE IDENTIFY WHAT  
MATERIALS YOU WILL  
SHOW THEM TO TEST: IS  
IT A CLICK-THROUGH OF A  
SERVICE, OR A DUMMY OF  
A BOOKLET, OR A MOCK  
UP OF A LEAFLET, TICKET,  
INVOICE OR RECEIPT?



3 different  
example Screens  
Questions to click through  
ask:  
How do they feel about  
it? Would they use it?  
Where would they like  
the money to go to?

HOW WILL YOU  
CAPTURE WHAT  
THEY THINK & DO?

HERE CAN YOU THINK  
ABOUT WHAT METHOD  
YOU WILL USE TO  
CAPTURE WHAT YOU  
NEED, FOR EXAMPLE:  
RECORD IN FILM OR  
AUDIO, MAKE NOTES,  
ASK THEM TO KEEP A  
DIARY, GIVE THEM A  
PACK OF THINGS TO  
WRITE ON, GIVE THEM  
SOMETHING TO RECORD  
THEIR THINKING ON

- Audio recorder
- Postcard for them to send back.
- Camera
- Forms for participants to sign.
- Notepad for your observations

BIZ IDEA

TESTING FOCUS

TEST MATERIALS

DATA CAPTURE

\*upstarter

\* This example is a fictional idea to show  
how this method could work

WATERSHED