





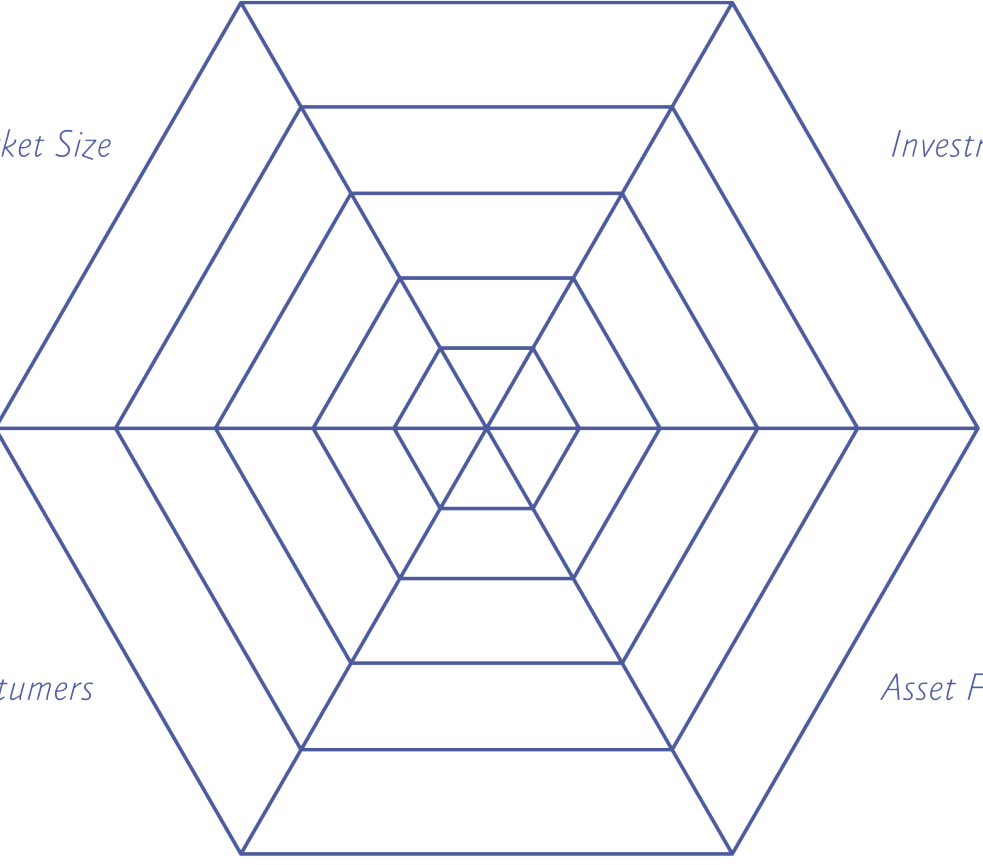






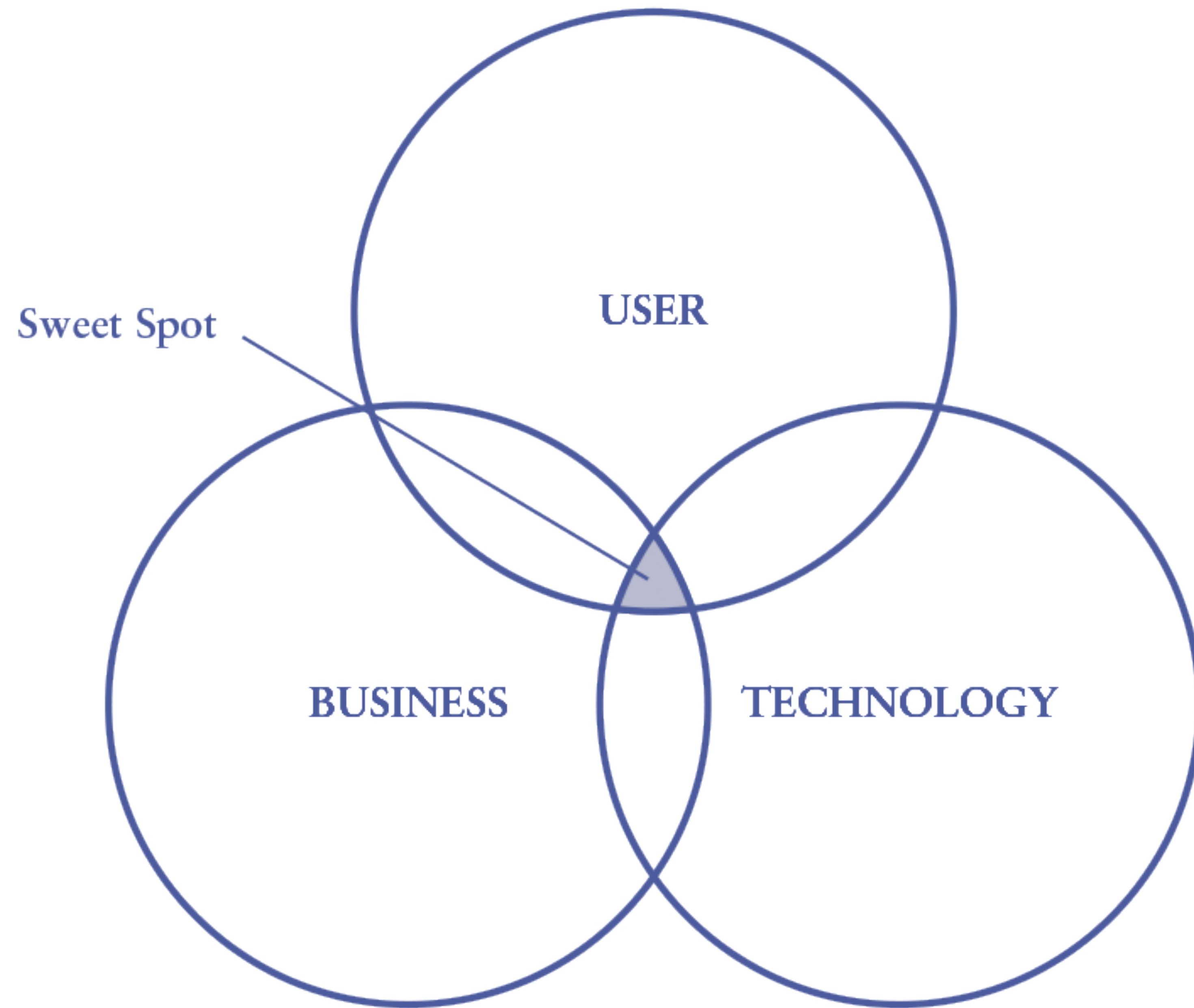
Jürgen Späth



In the Evaluate Module, we test our ideas with our users by prototypes. In this way we answer the questions whether the idea actually solves the user problem.

<div>  <div>VALUE PROPOSITION SCORE</div> </div> <div> <div>010</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>User is activated</div> </div> <div> <div>010</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>User prefers prototype to similar product</div> </div> <div> <div>010</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>User would buy it</div> </div> <div> <div>010</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>User would recommend it</div> </div>	<div>  <div>PRICE POINT</div> </div> <div> <div>  <div>USER EXPERIENCE</div> </div> <div> <div>   </div> <div>Emotion</div> </div> </div>
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<div>  <div>ASSESSMENT</div> </div> <div> <div>Brand Fit</div> <div>Investment</div> <div>Asset Fit</div> <div>Viral Potential</div> <div>New Costumers</div> <div>Market Size</div> </div> <div>  </div>	<div>  <div>CHANNELS</div> </div> <div> <div>  <div>UNFAIR ADVANTAGE</div> </div> <div> <div>  <div>KPI</div> </div> <div> <div>  <div>REVENUE STREAM</div> </div> </div> </div></div>
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Focus on

Wireframes

Appearance Prototype

Testing

No Prototype No Meeting

