

TRAINING

Testing the Desirability of Your Idea

Virtual – February 20th, 2025 h. 14:00

DAGORÀ
LifeStyle • Innovation • Hub



Elena Marchiori

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Lugano Living Lab
City of Lugano and Lecturer at USI



Janine Videva

Innovation Manager
Roche International

Fashion
&
Lifestyle



With you today



- Urbanlab / digital innovation
- Requirements and assessment
- +12y teaching on usability & digital analytics

Elena Marchiori
Innovation Lead

Lugano Living Lab - City of Lugano

With you today



Janine Videva
Innovation Manager
Roche International

- Innovation Manager for digital products (algo-based products)
- Exploration Lead for Business Product Teams (finding business opportunities)
- Marketing for Startups in renewable energy, fashion, Web3 and blockchain, and fintech

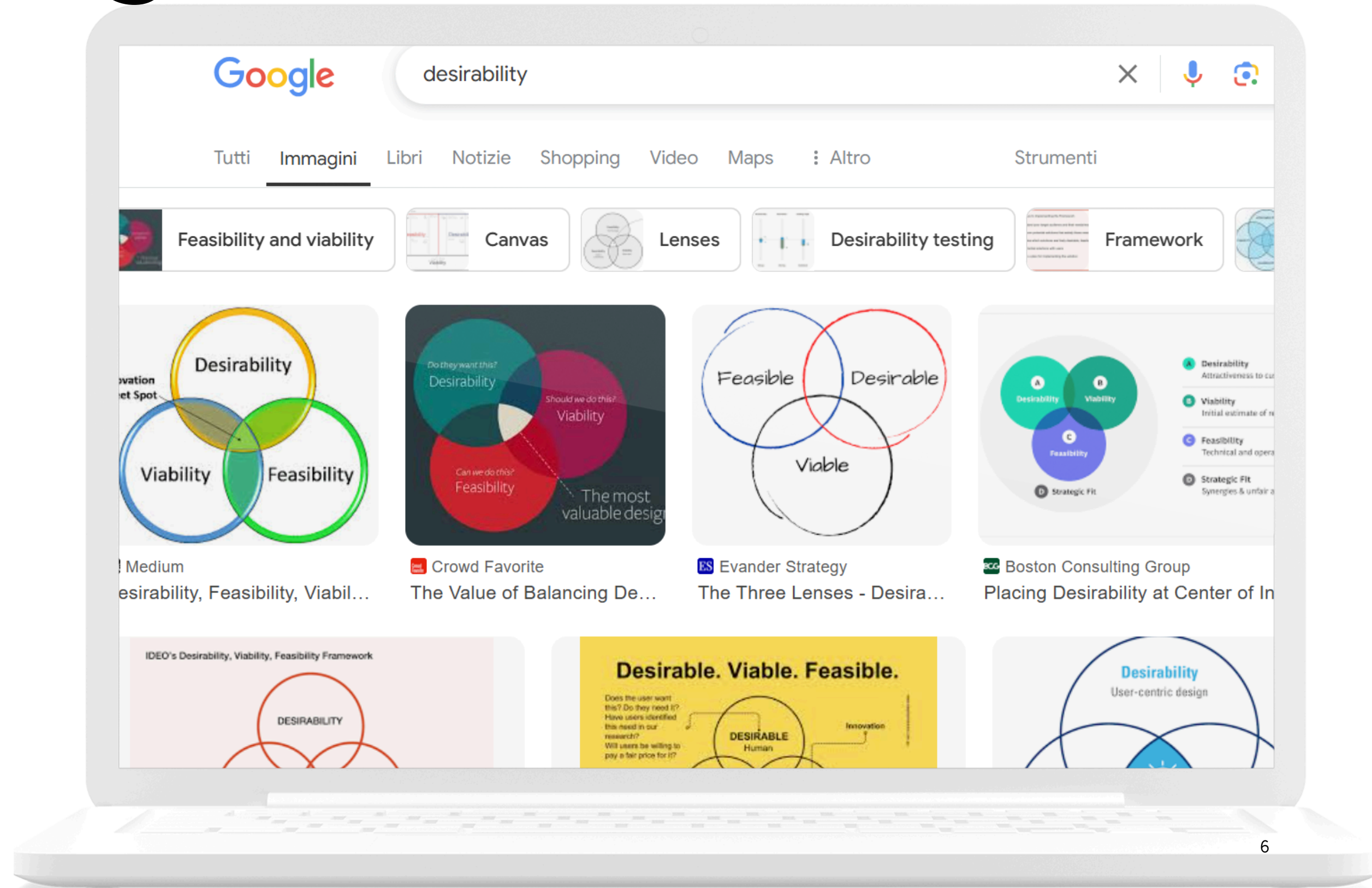
Agenda

- **Understanding desirability**
- **An approach to test the desirability of your idea**
- **Wrap-Up and Q&A**

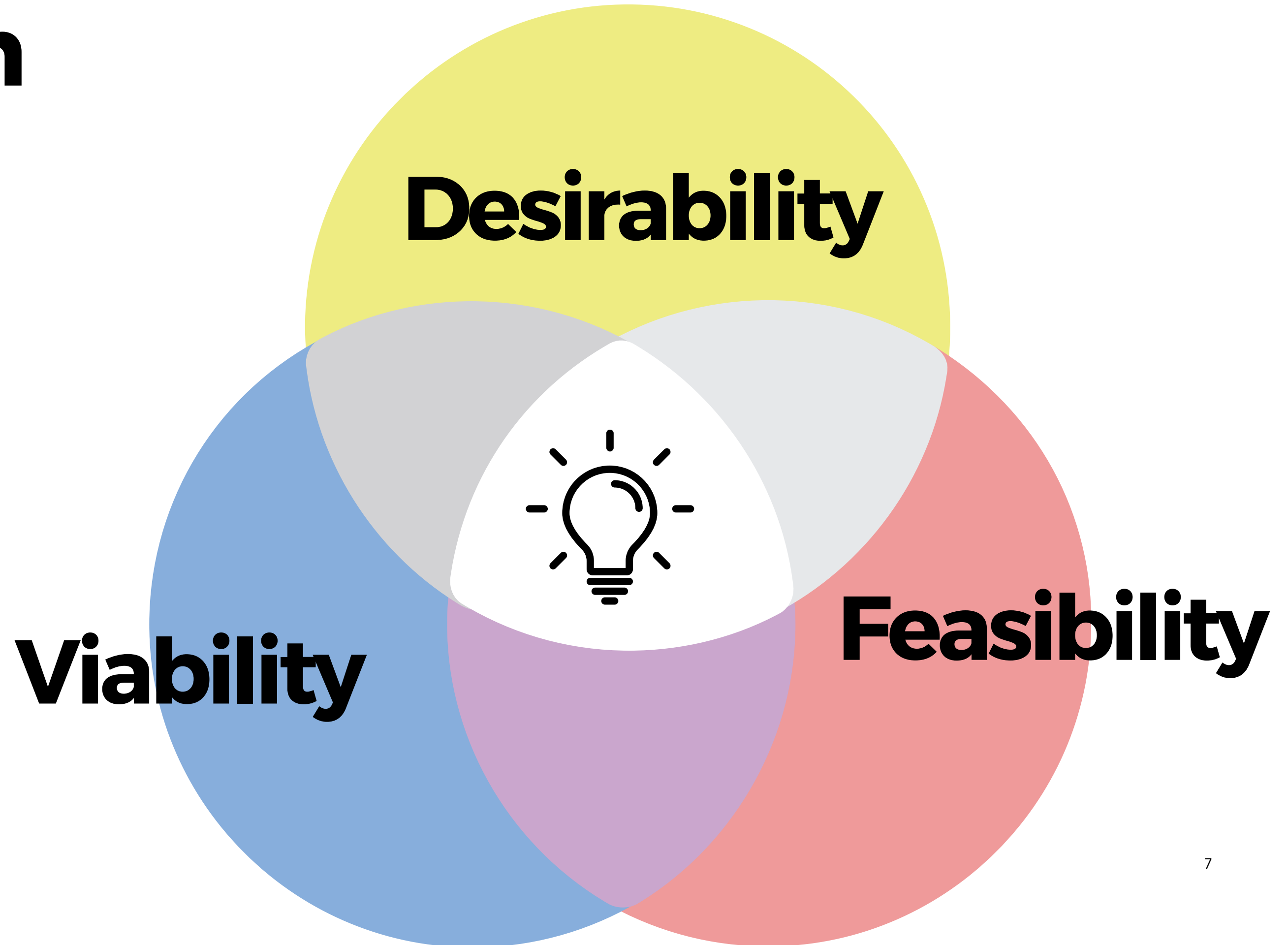
Desirability

Do people truly want or need what I'm offering?

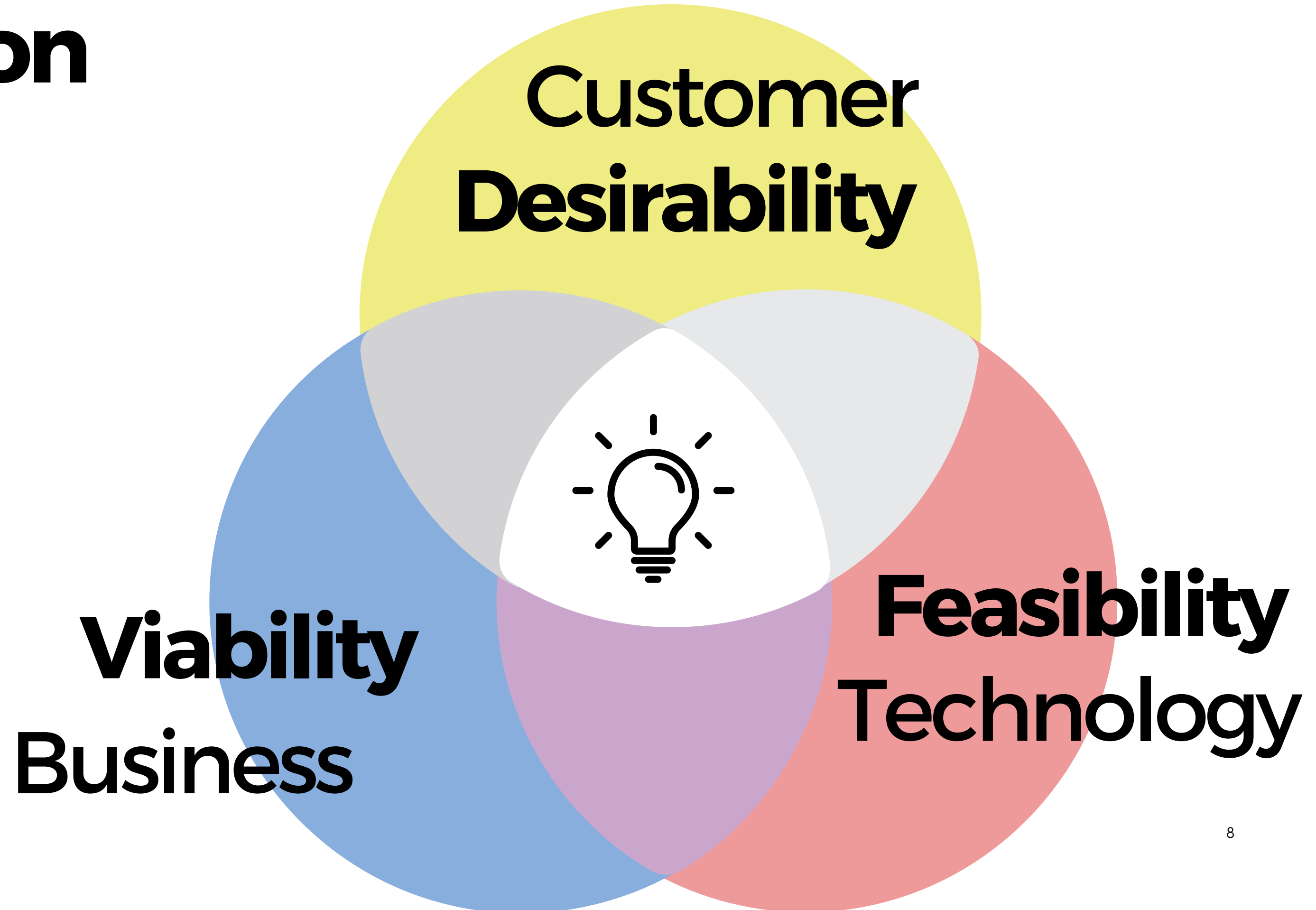
Understanding Desirability



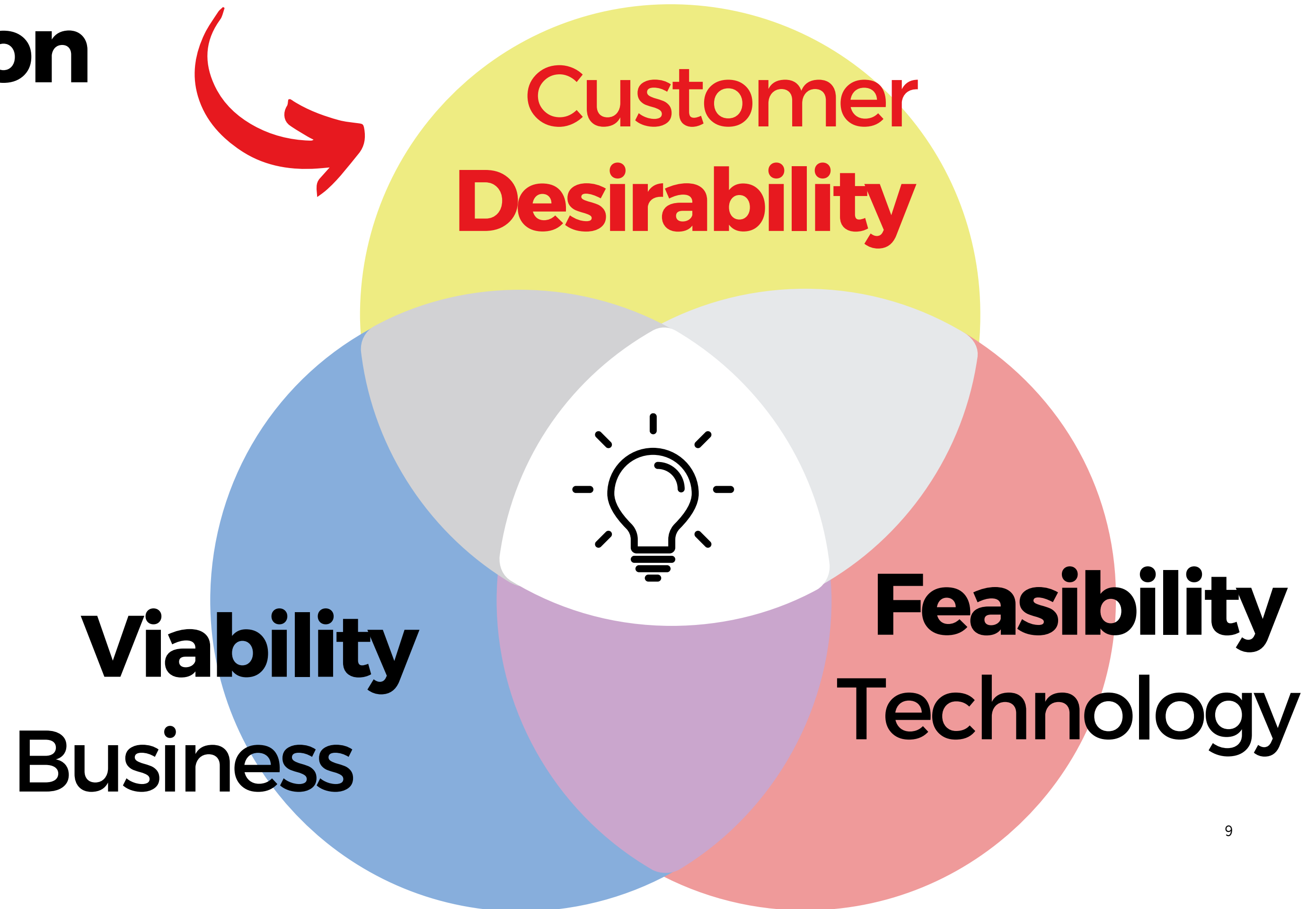
Innovation Cycle



Innovation Cycle



Innovation Cycle



Desirability

Key Elements

**Understanding the audience
(needs, empathy,
customer
experience)**

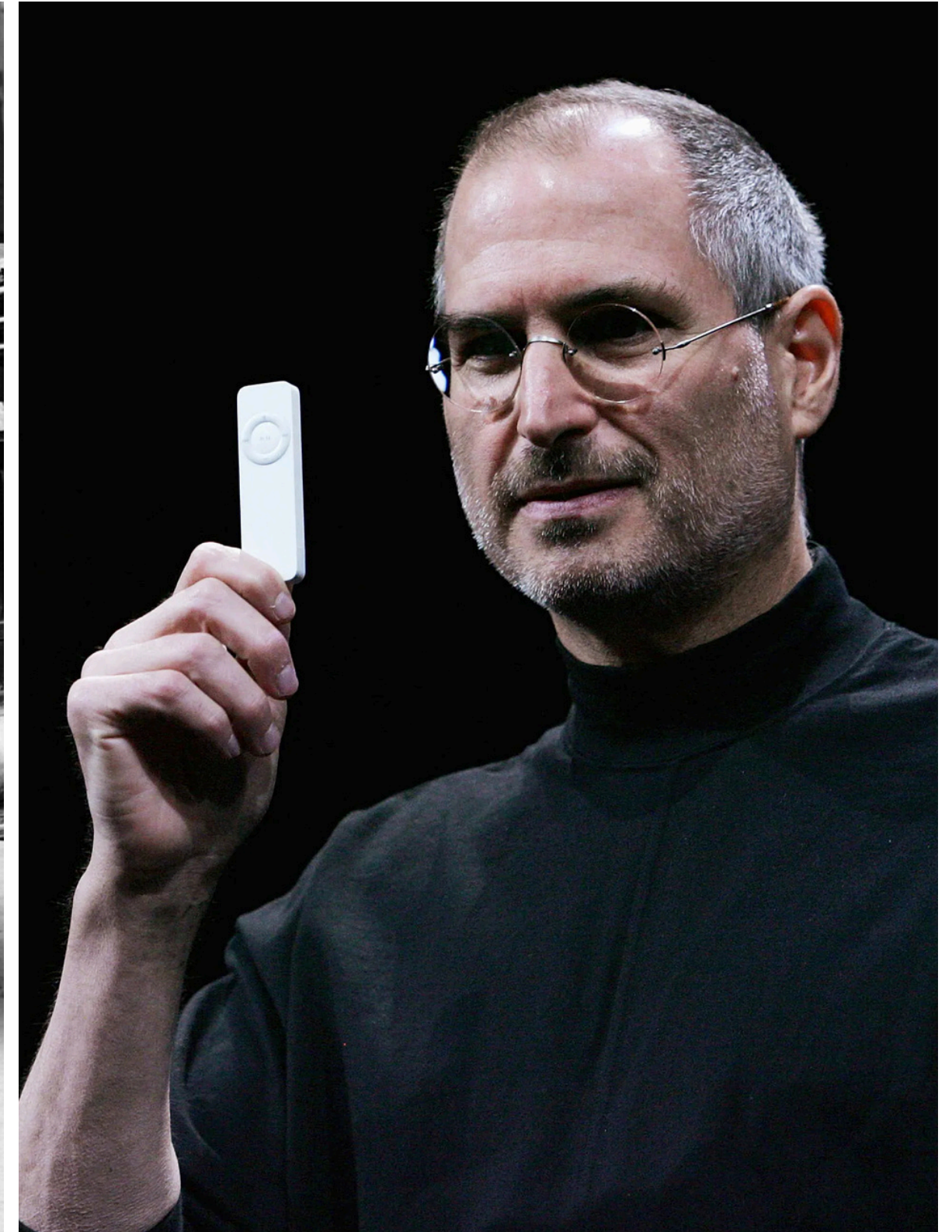
**Human-centered
design and
aesthetics**

The innovators debate

**does innovation
come from
technology
breakthroughs
or customer
needs?**

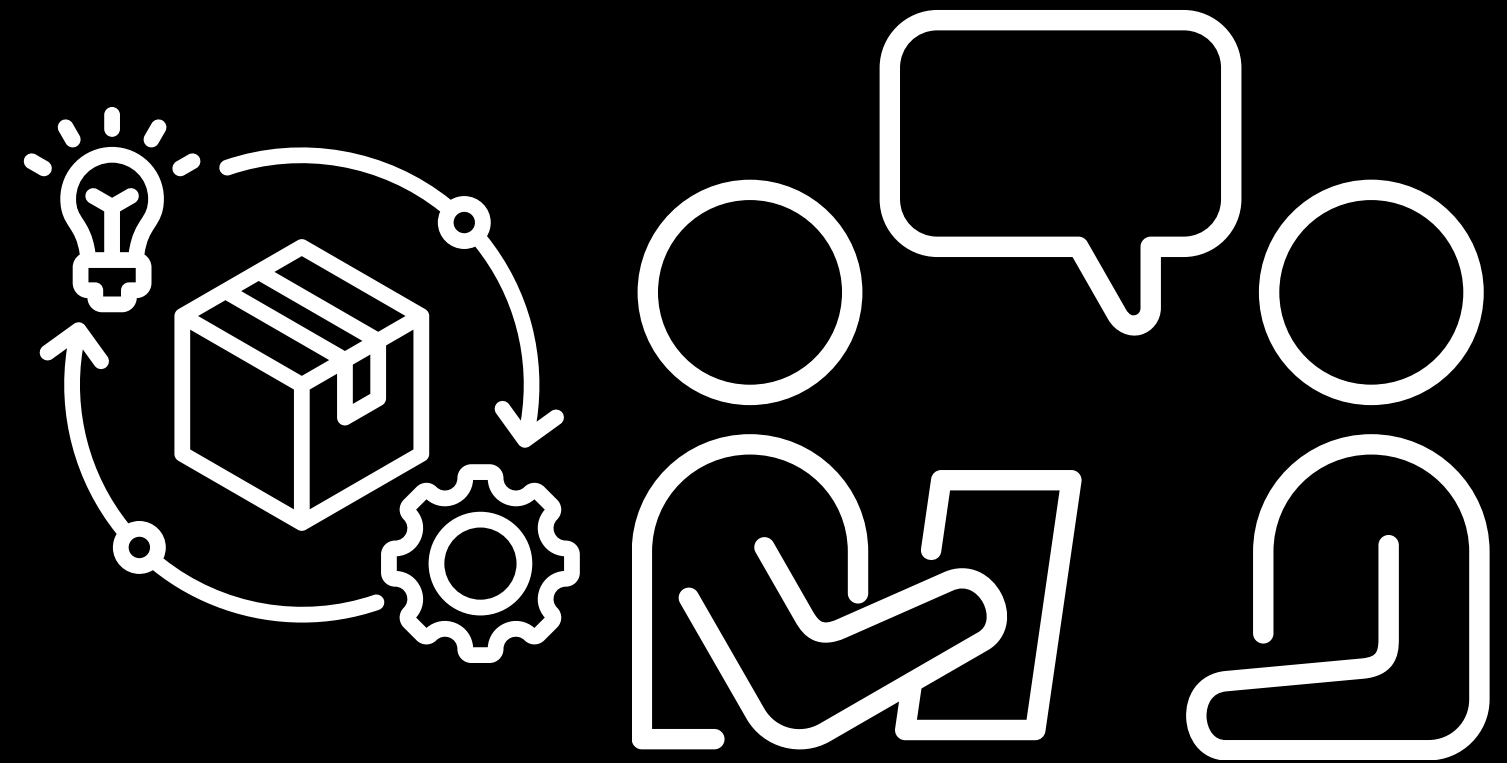
How much can customers really say?

Customer Needs Should Drive
Innovation. Harvard Edu



Customer development parallel to Product development

Desirability research is thinking about markets and customers in a disciplined way, the same way we approach product development.



Types of innovation projects

01

Radical innovation

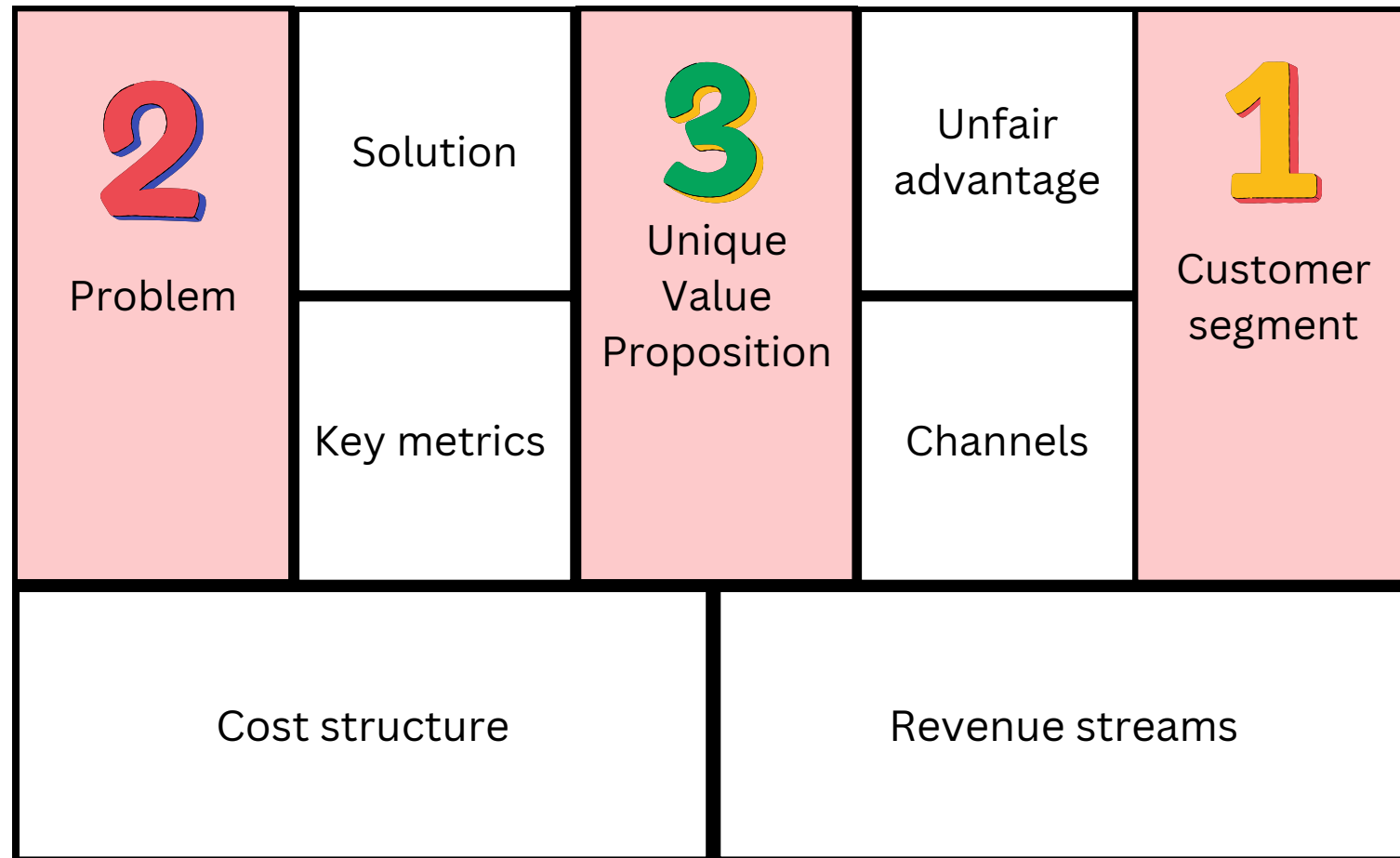
- New business model idea
- New process idea
- New product/ service idea

02

Incremental innovation

- Improvement of existing business model
- Improvement of existing process
- Improvement of existing product/ service

Desirability & Business model innovation



Testing the desirability affects your business model.

**When to start
testing
desirability?**

**Right from the
beginning**

Desirability for early stage
innovation

Levels of granularity

Desirability of existing
products

Methods

Data collection techniques

	Opportunity identification	Generative research	Evaluative research
Qualitative		listening sessions, empathy interview contextual inquiry participatory design	user interview qualit survey lab usability
Quantitative		text mining search analytics predictive analytics	A/ B test eye tracking unmoderated assessment intercept study

Research & Validation

An approach to test desirability



Identify and validate your customers



Formulate testable hypotheses

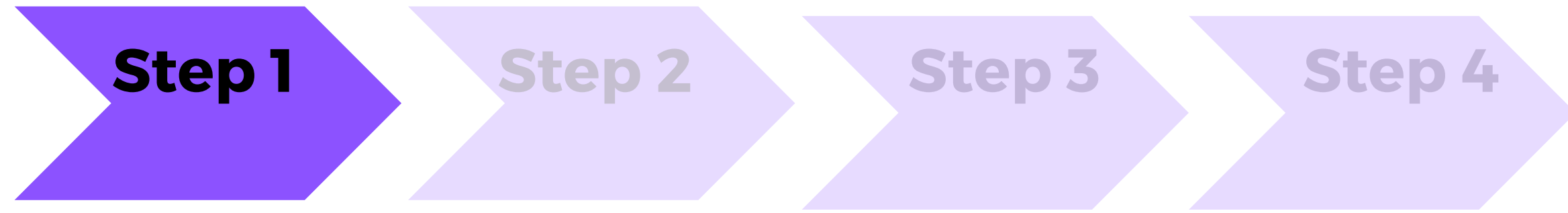


Test your value proposition with a pretotype



Iterate based on feedback

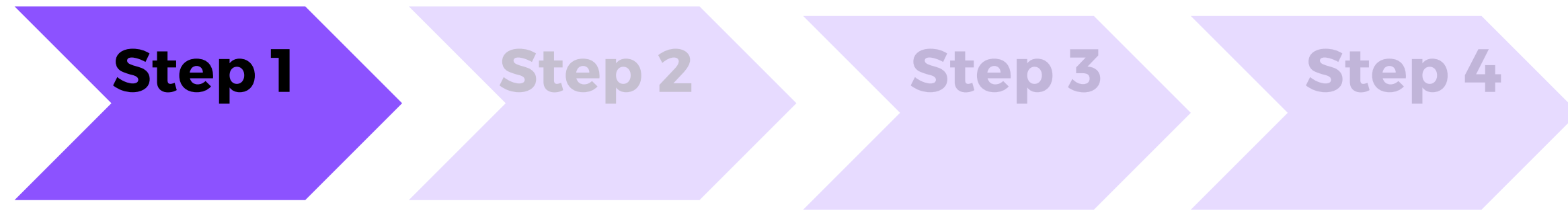
An approach to test desirability



What

Identify and validate your customers

An approach to test desirability



What

Identify and validate your customers

from Personas

“Single face to many users = empathy and memory”

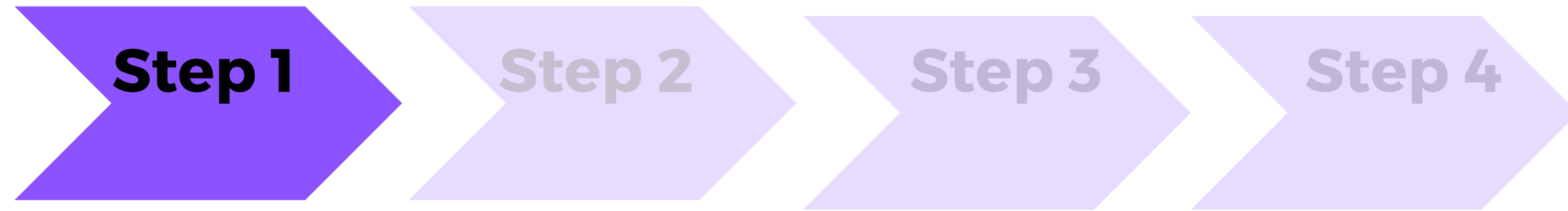
Fictional characters, which you create based upon your research to represent the different user types that might use your service, product, site, or brand in a similar way.

to Archetypes

“Focus on motivations and mental models = abstraction, more inclusive”

The goal is to identify sub-communities based on archetypes that emerge around specific interactions or stages of the customer journey.

An approach to test desirability



What

Identify and validate your customers

Reliability Researcher Rachel



“ I couldn't believe it... my dishwasher died right after the warranty ended. It felt like a **betrayal**. Now I do my homework before I buy. ”

Bio

Rachel is a relatively recent homeowner with 2 young kids. She has had major frustrations in the recent past when her 2-year-old dishwasher started leaking water all over her kitchen floor, about 2 months after the warranty expired.

Core needs

- Rachel cares about reliability above all and is willing to take the time to do her research and compare multiple brands on third-party review sites.
- Details about quality, warranty, parts and service costs must be easily available for her to consider a product.
- Initial price is less critical for her compared to total cost of ownership.

Behaviors

- Takes several weeks to make a decision on which appliance to purchase.
- Starts with comparisons on sites such as Wirecutter, Consumer Reports, and Reddit.
- Keeps a list of potential options in a spreadsheet. Focuses on reliability and warranty.

Reliability Optimizer



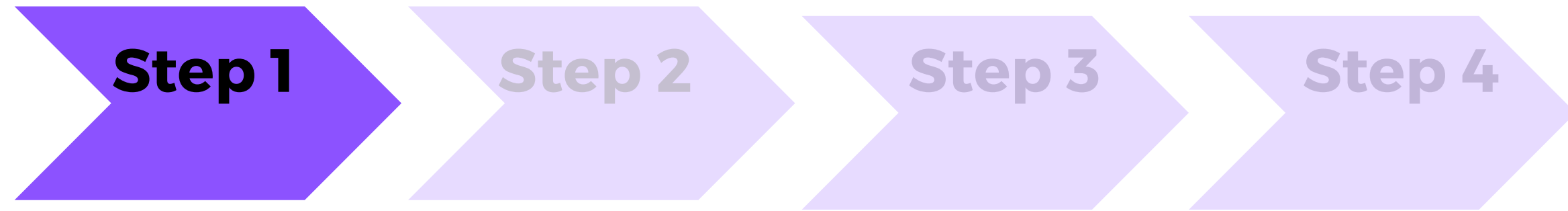
Core needs

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An approach to test desirability



How I

Reach out

User research & hypothesis formulation

Your actual contacts

leveraging your hard data

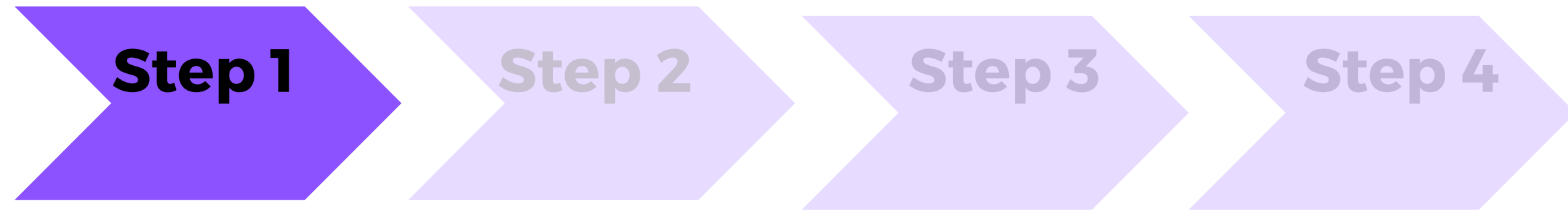
Examples of formats

interviews, focus groups, and observations

How many?

A saturation rate can typically be achieved with 5-9 users

An approach to test desirability



How I I

Reach out

User research & hypothesis formulation

Your “simulated” contacts

leveraging your research data

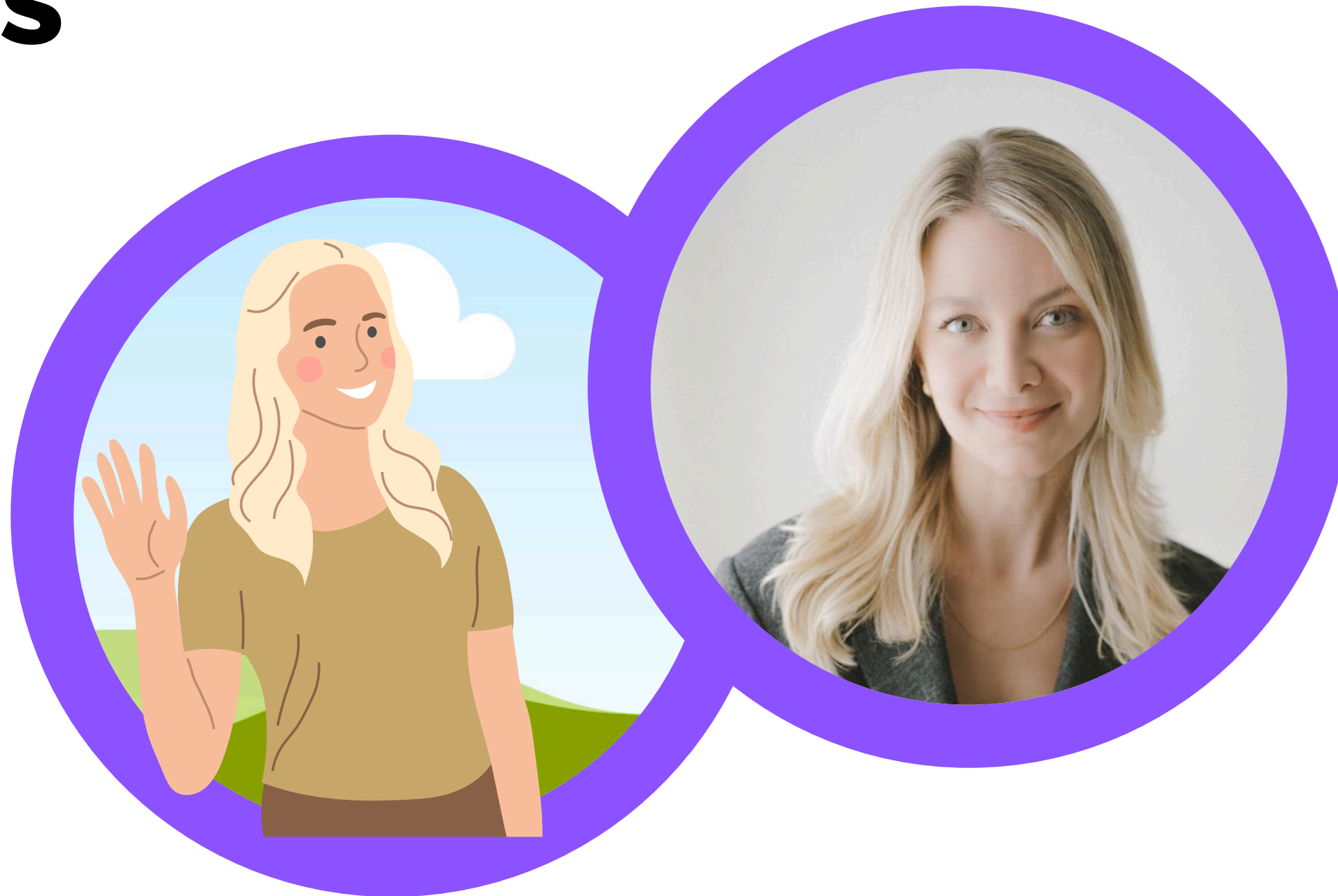
Examples of format

Synthetic users (simulated or virtual profiles representing target audiences)

How many?

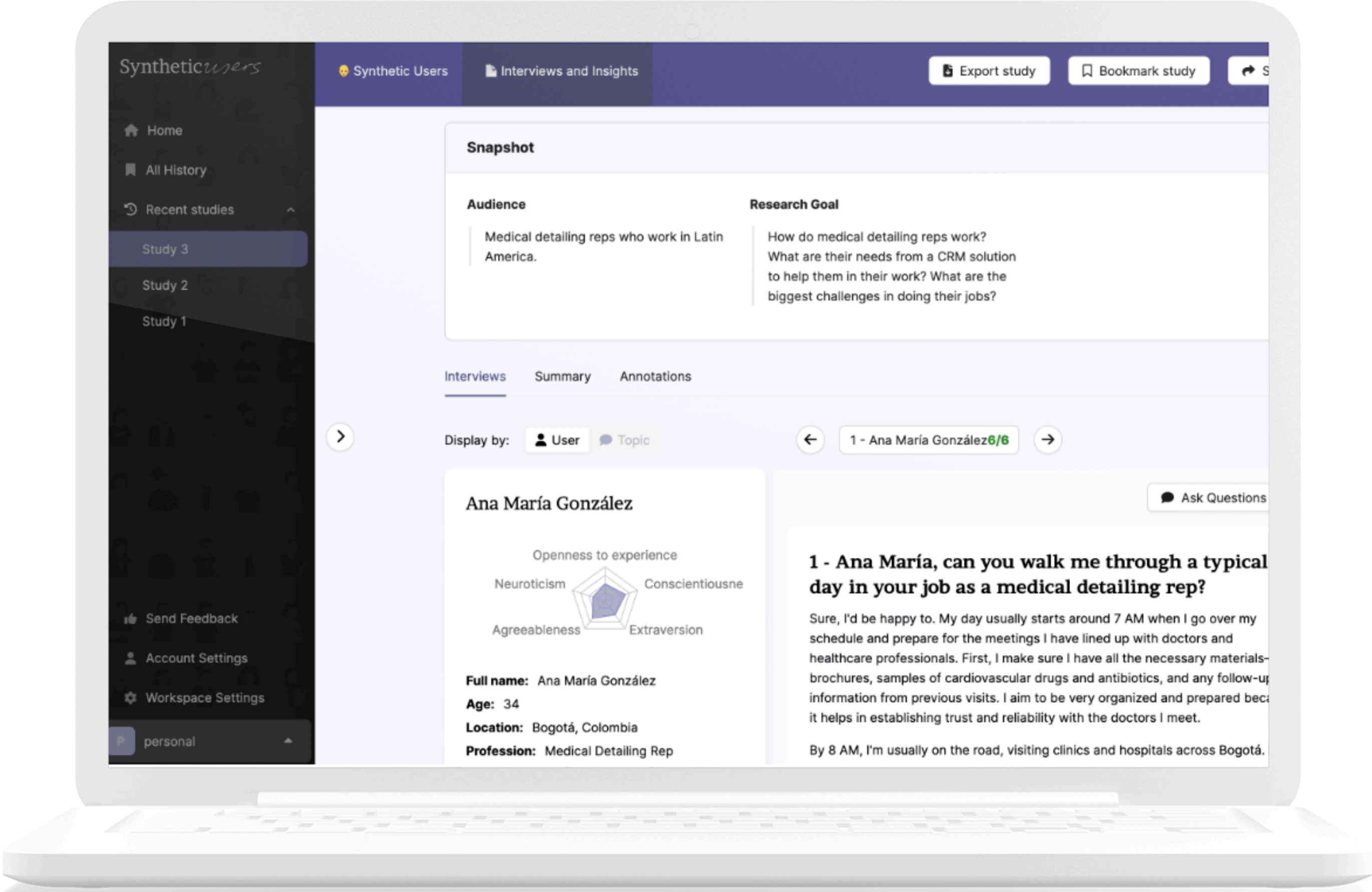
Multiple interaction with AI tools

Synthetic users



An AI-generated profile that attempts to mimic a user group, providing artificial research findings produced without studying real users. A synthetic user will express simulated thoughts, needs, and experiences.

How Synthetic Users' Product Works



Tips

Synthetic Users: If, When, and How to Use AI-Generated “Research”



nngroup.com

NN/g

Synthetic Users: If, When, and How to Use AI-Generated “Research”

Synthetic users are fake users generated by AI. While there may be a few use cases for them, user research needs real users.

NN Nielsen Norman Group / Jun 21, 2024

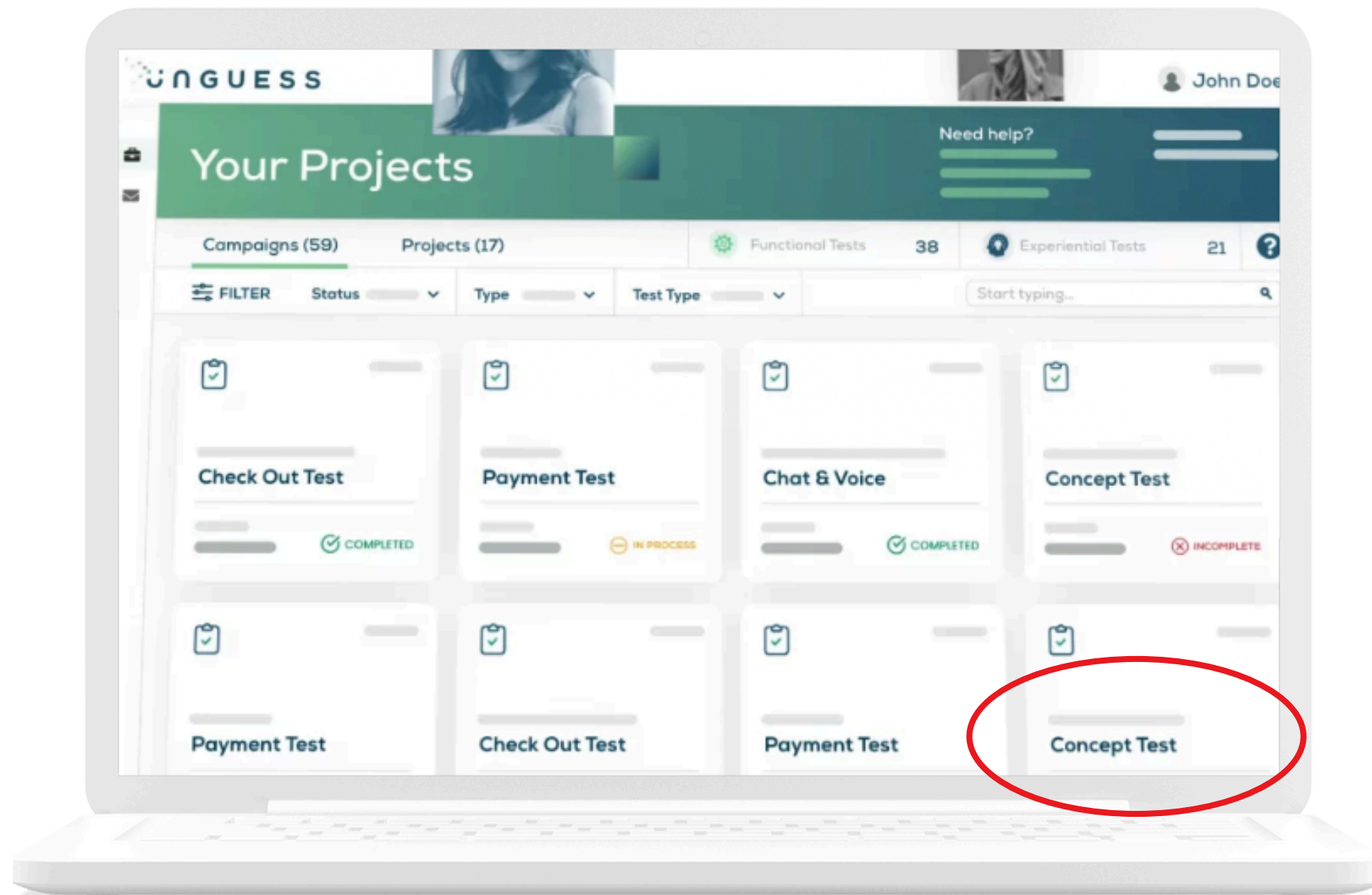
User test - desirability - examples of questions

Phase	Task	Purpose of the Task	Examples of Questions
Context and Background	Explore current behavior/needs	Understand how the interviewee currently deals with the problem and their pain points.	<ul style="list-style-type: none">• “Can you tell me about how you currently handle [problem area]?”• “What’s the biggest challenge or frustration you face with [problem]?”
	Gauge priority	Assess how important the problem is to the participant and its impact on them.	<ul style="list-style-type: none">• “How important is solving this problem for you? Why?”• “What would happen if this issue wasn’t addressed?”
	Uncover emotional insights	Learn how the problem affects them emotionally or personally.	<ul style="list-style-type: none">• “How does dealing with this issue make you feel?”• “What would it mean to you to have this solved?”

User test - desirability - examples of questions

Phase	Task	Purpose of the Task	Examples of Questions
Reaction to New Idea	Introduce the idea	Share your concept and gather initial reactions.	<ul style="list-style-type: none"> “Imagine a solution that [briefly describe the idea]. What are your first impressions?”
	Probe for desirability	Explore how well the idea resonates with their needs and challenges.	<ul style="list-style-type: none"> How well do you think this would address the challenges we discussed earlier?” “What concerns or hesitations do you have?”
	Discuss use cases and features	Discuss how the interviewee might use the solution and identify key features.	<ul style="list-style-type: none"> “Can you see yourself using something like this? If so, how?” “What specific features would be most important to you?” “Is anything missing?”
	Assess willingness to pay/commit	Understand the participant’s perception of the solution’s value.	<ul style="list-style-type: none"> “How much would you value a solution like this?” “Would you be willing to pay for this or switch from your current solution?”

Testing using tools



A tool for

- Project Set-up
- Project Launch
- Data Gathering
- Analysis
- Deliverables

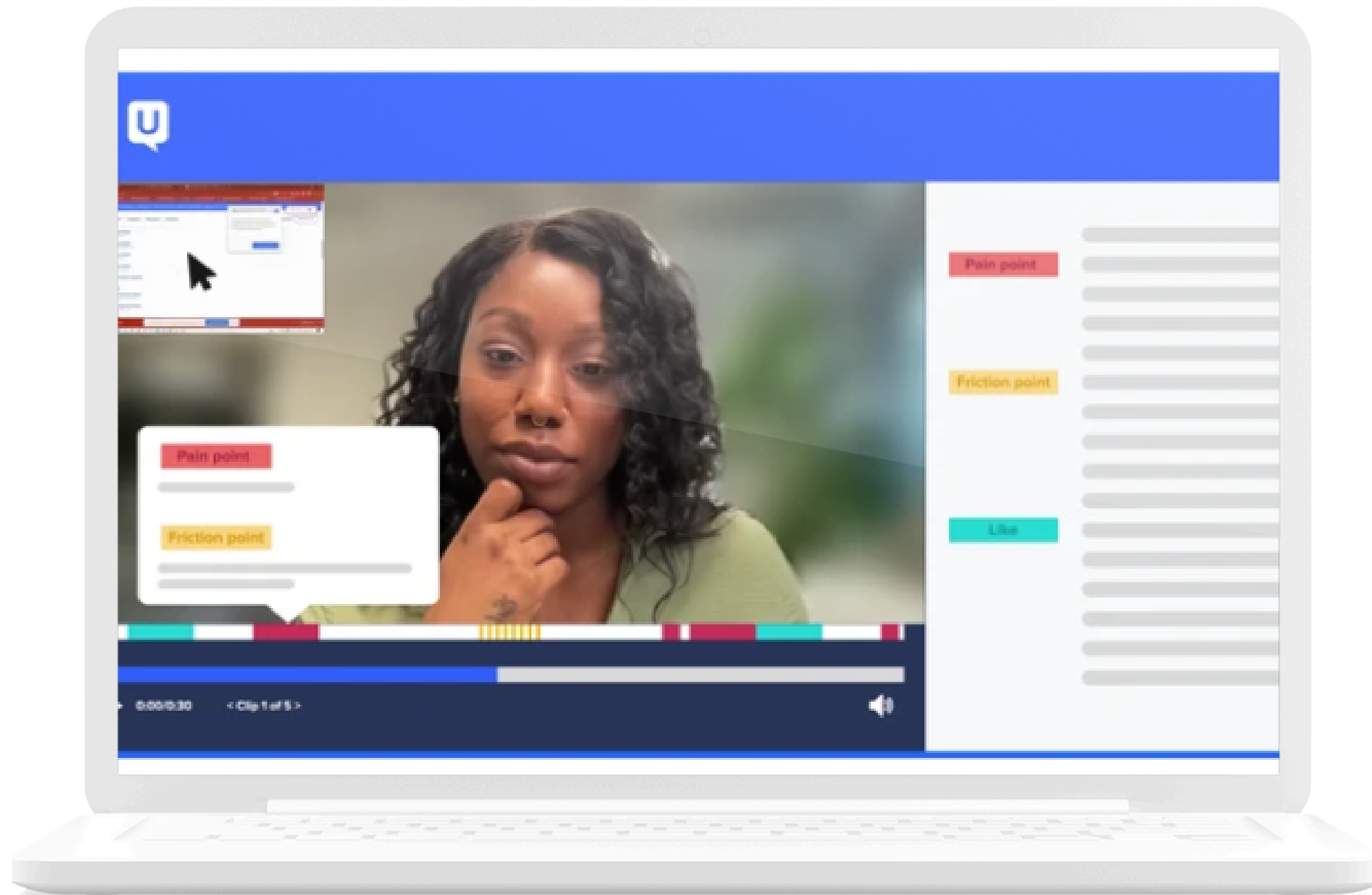
Crowdtesting
Real users:

TRYBER.
APPLAUSE^o

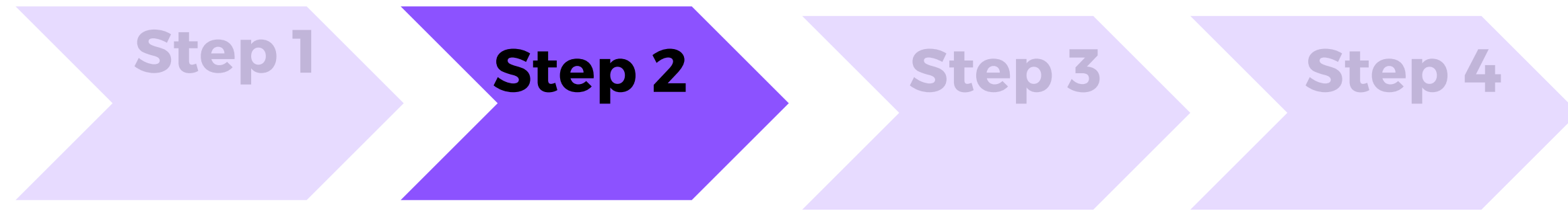
Testing using AI

Main trends

- AI Insight summary
- AI survey themes
- Friction detection
- Sentiment analysis



An approach to testing desirability



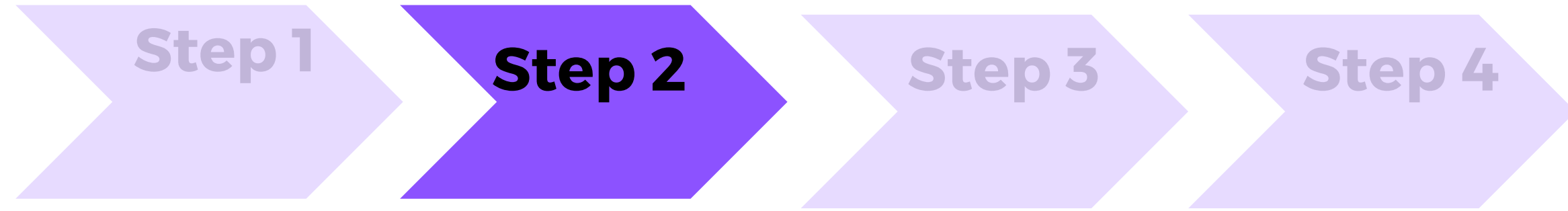
What

Formulate testable hypotheses

- "Urban professionals struggle to find affordable workwear that blends style, comfort, and sustainability."
- "Sustainability is a key decision-making factor for customers choosing between brands with similar pricing."

Goal: prioritized list of hypotheses to test

An approach to testing desirability

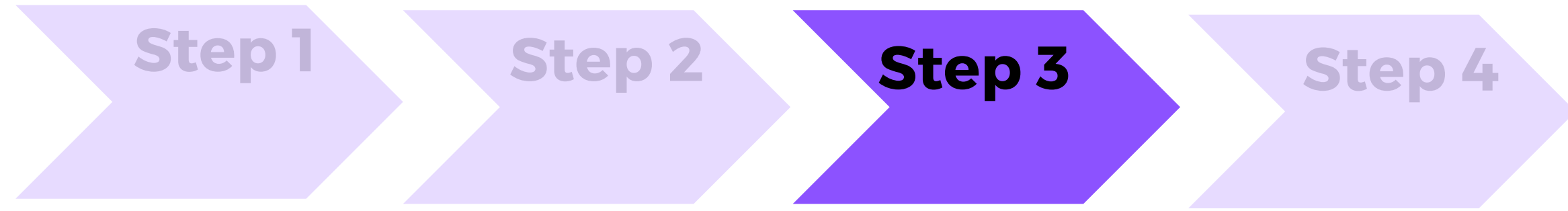


How

Formulate testable hypotheses

	Start	1st Pivot	2nd Pivot	3rd Pivot
Customer hypothesis				
Problem hypothesis				
Solution hypothesis				

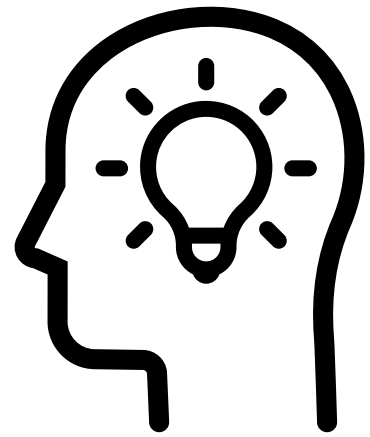
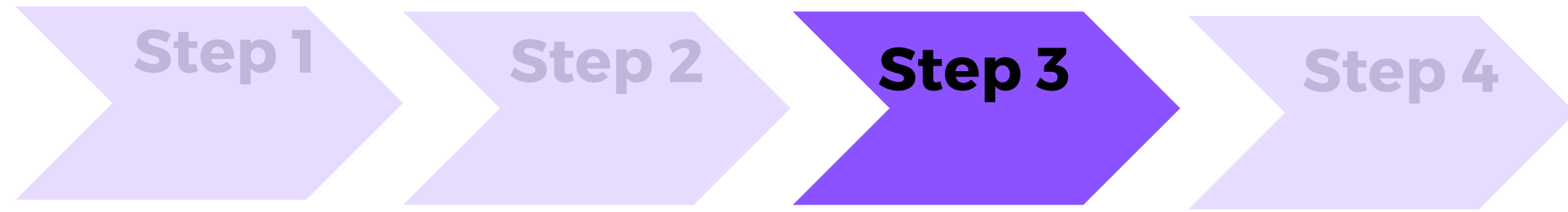
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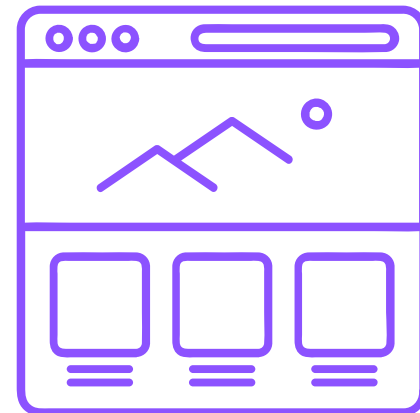
What

Test your value proposition with a **prototype***

An approach to testing desirability

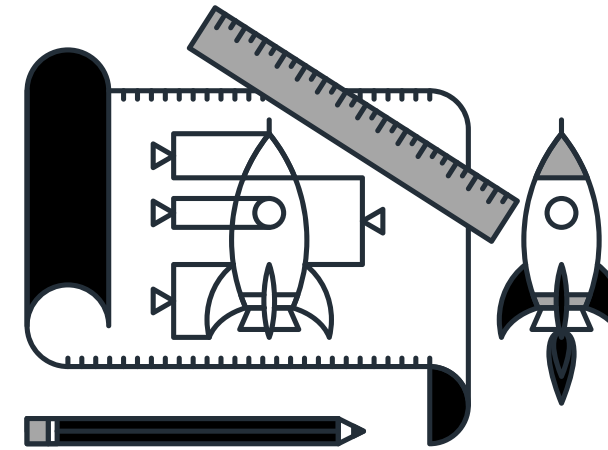


concept



pretotype

designed to validate quickly if an idea is worth pursuing and building in the first place



prototype



product

An approach to testing desirability

Step 1

Step 2

Step 3

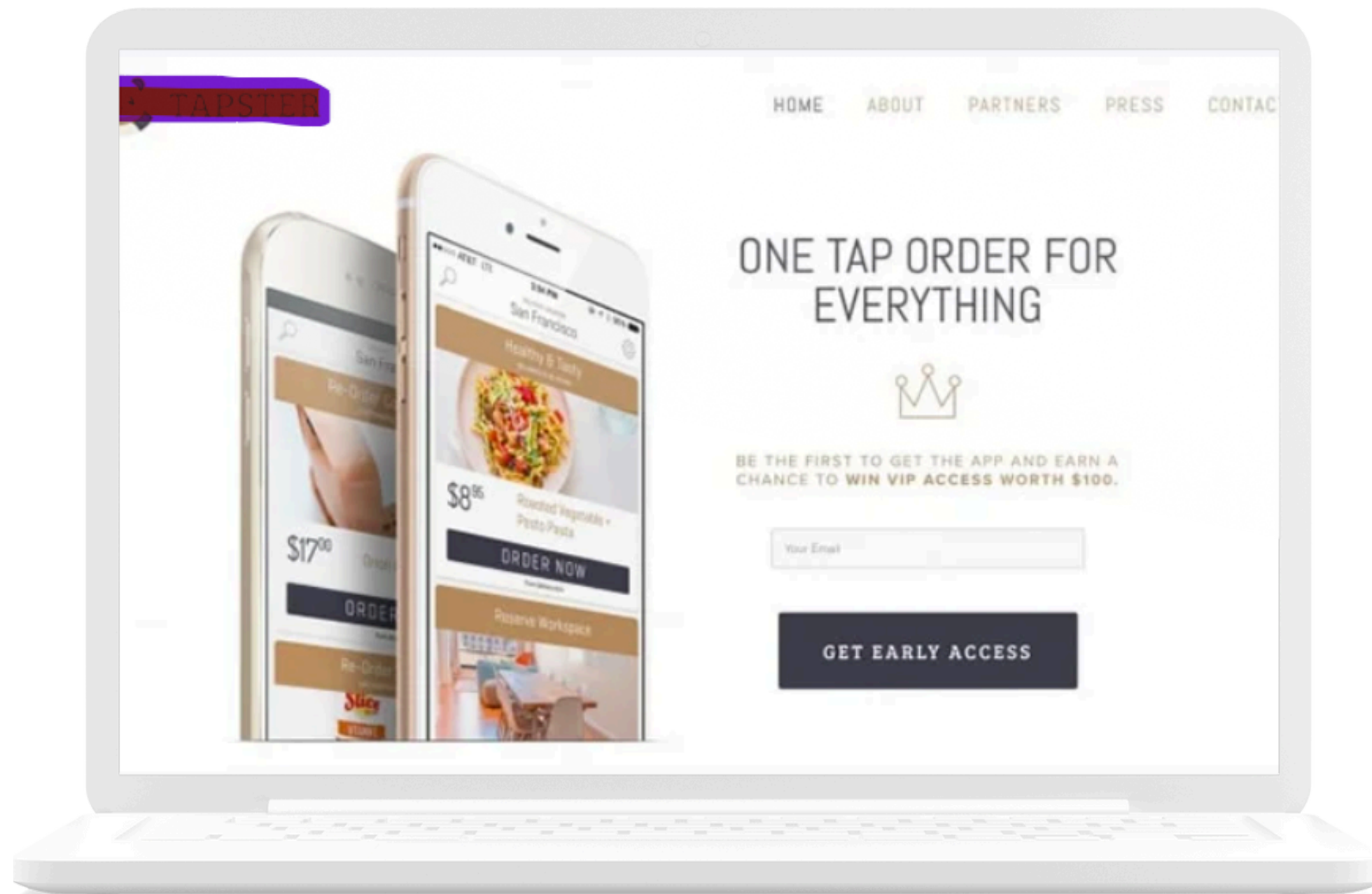
Step 4

How

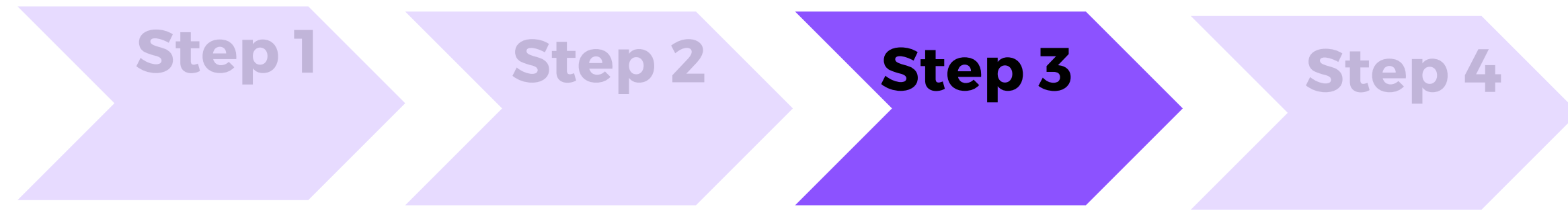
Examples

A one-pager website that highlights the main value proposition including call to action like: "Sign up for early access/ Pre-order/ Take the survey"

Track sign ups to validate the interest

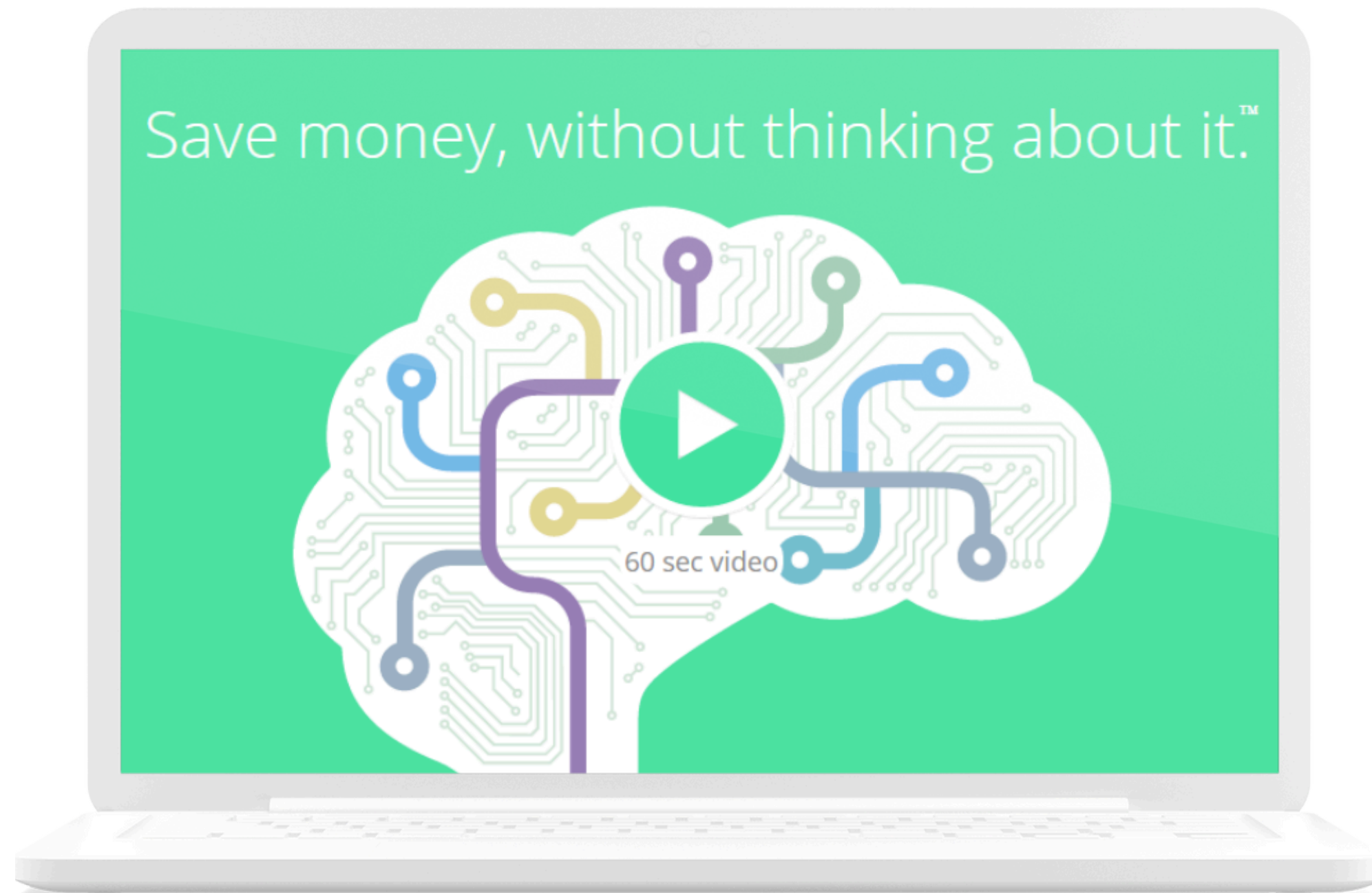


An approach to testing desirability



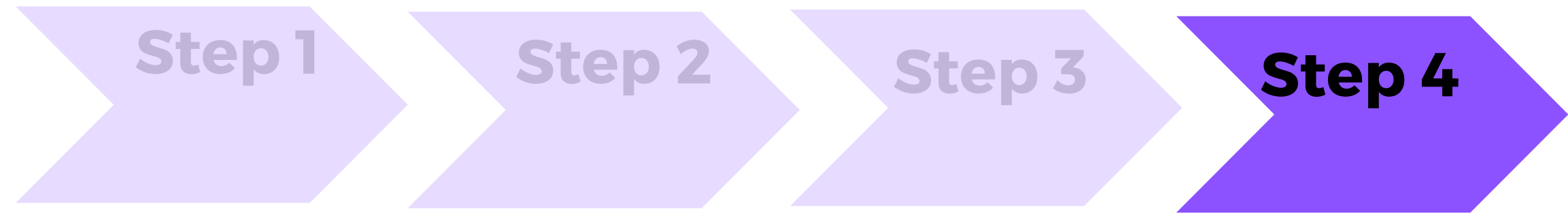
How

Examples



Social media ads with different value propositions. Measure engagement and conversion. Example of a brand's value proposition, offering hands-off savings

An approach to testing desirability



What

Iterate based
on feedback

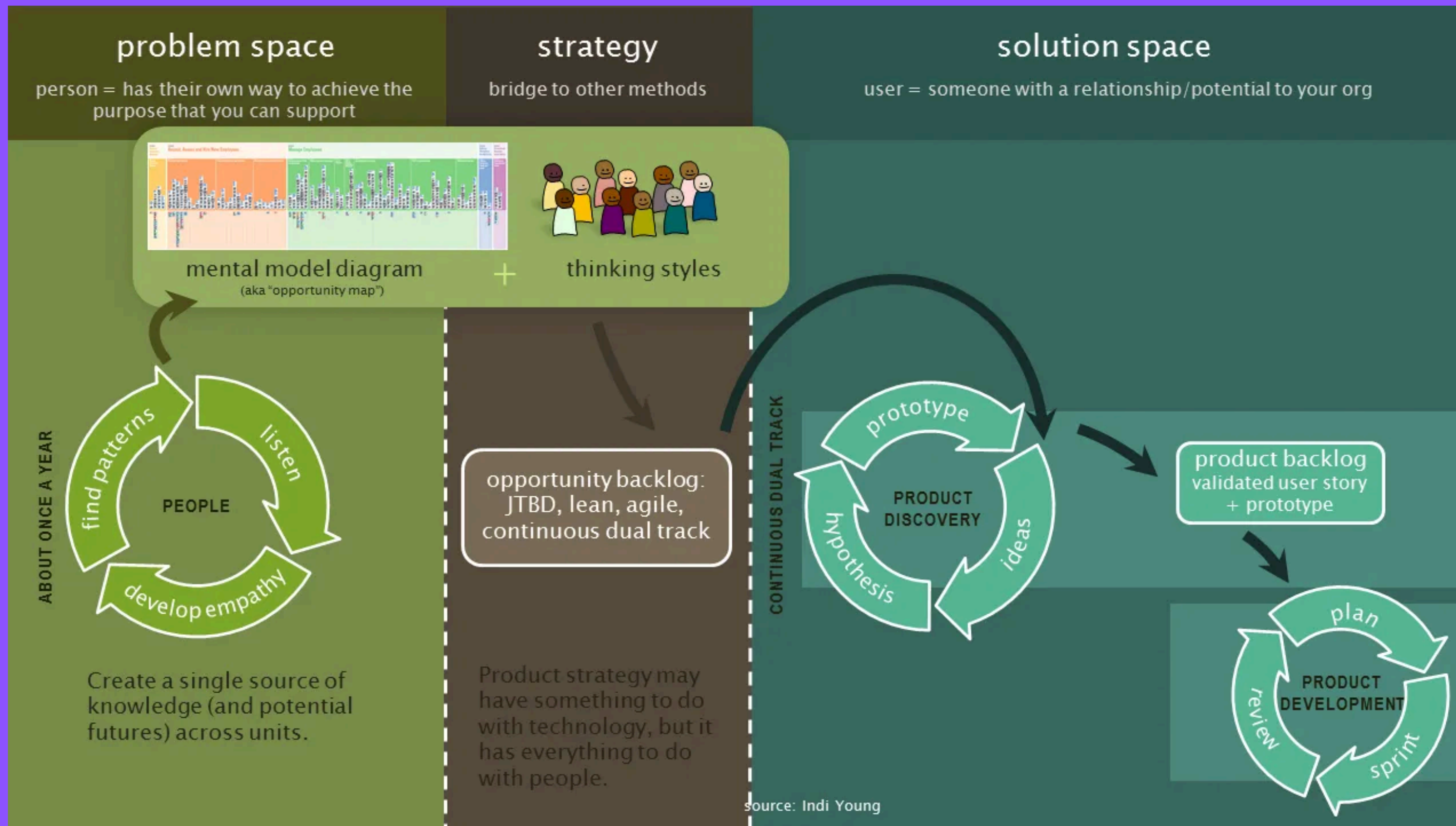
- Refine the value proposition based on qualitative and quantitative feedback.
- Re-test the adjusted version to validate improvements.
- Get to a refined value proposition aligned with customer needs.



Step 4

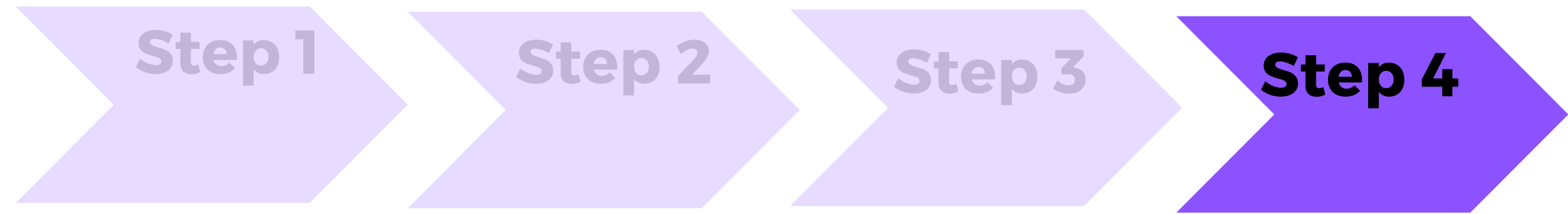
What

Iterate based on feedback



*Source: Indi Young

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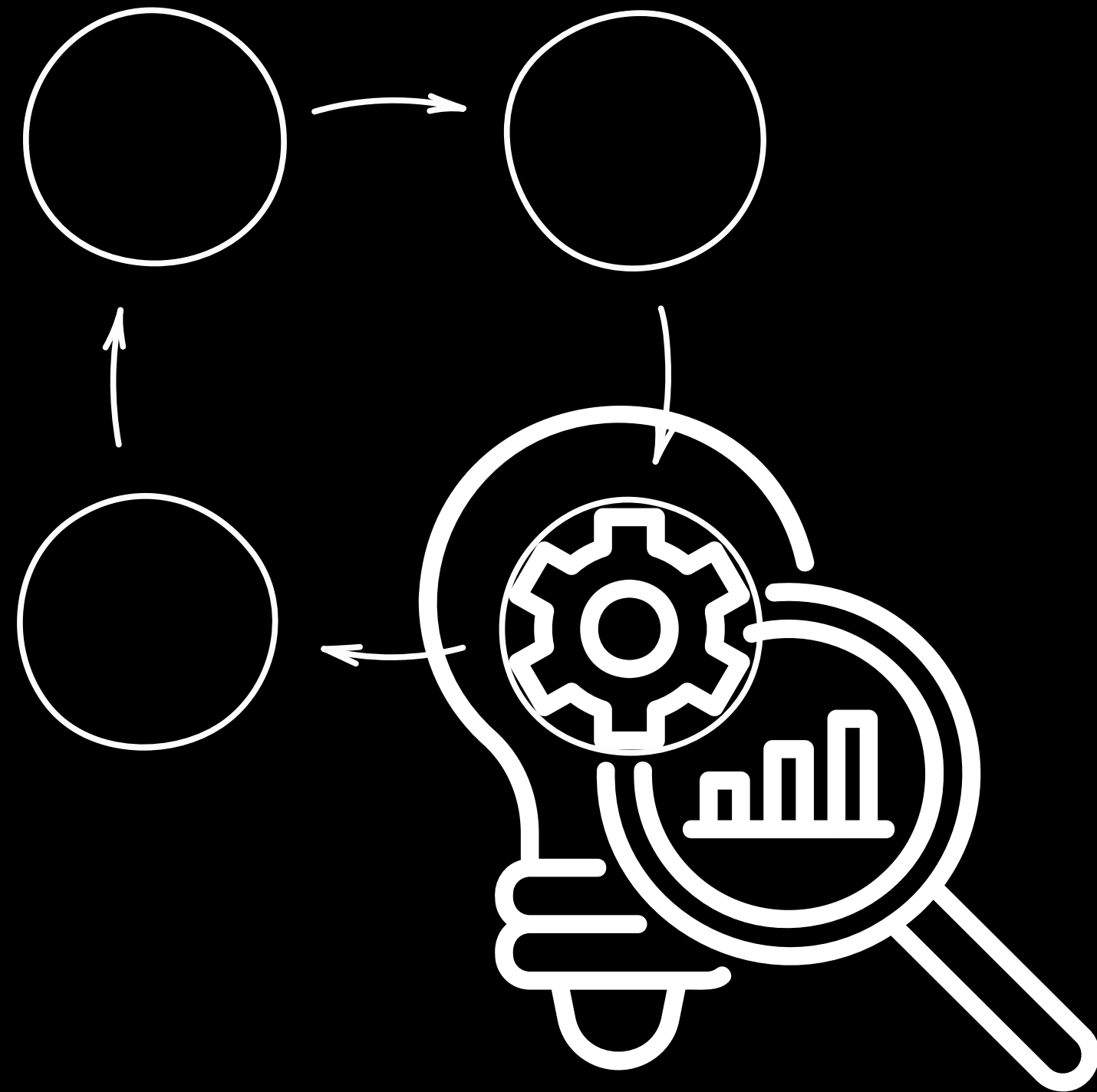
How

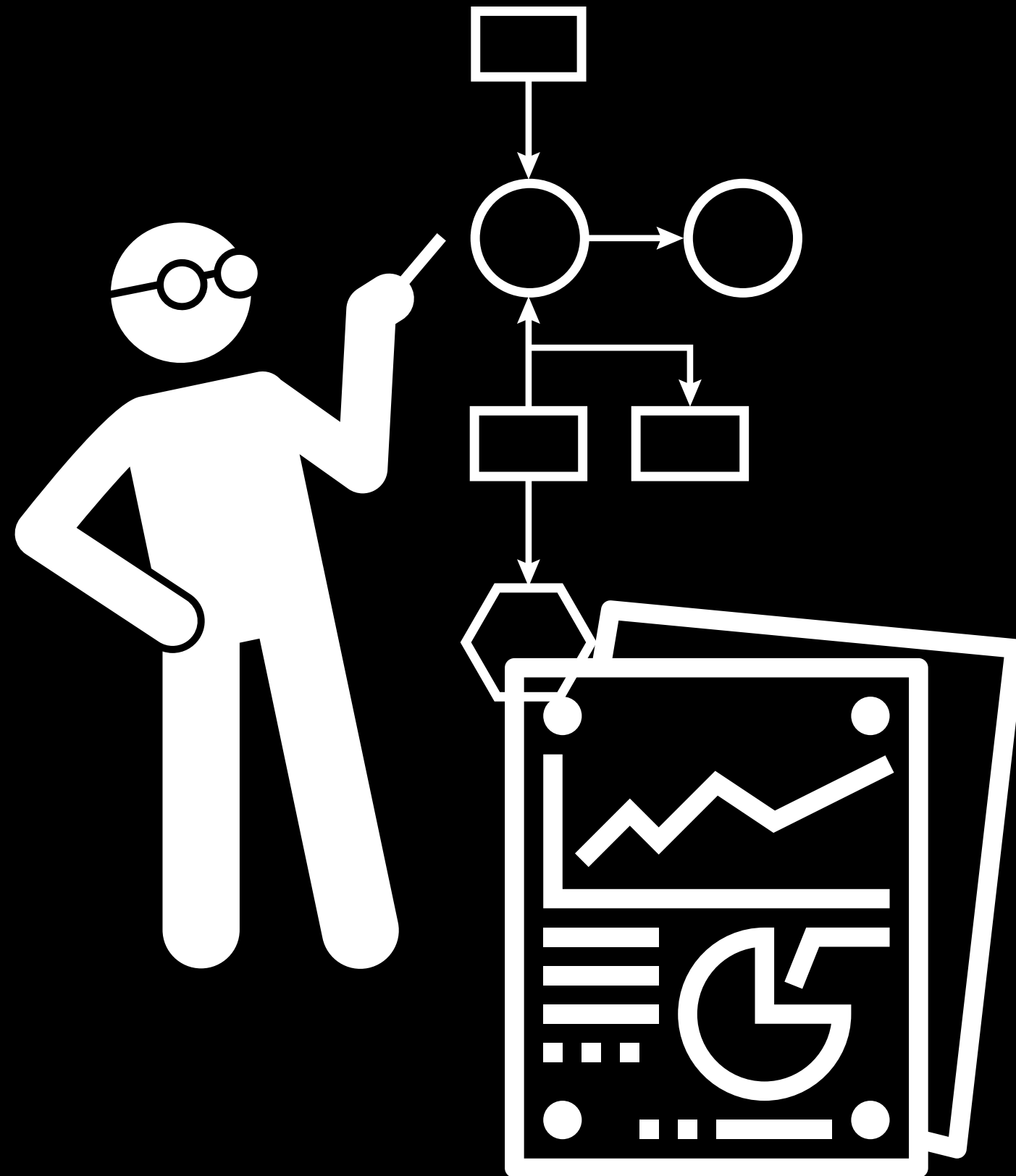
Re-arrange your product/ service

- Create a portfolio of hypotheses and pretotypes to test in an iterative process.
- For the problem space, make sure to execute listening cycles at least once per year.
- For the solution space, create a system for continuous discovery to uncover needs, validate ideas, and refine your products.

Continuous cycles of testing

- Evidence-based decision-making - data from users informs each step of the process.
-





Remember

- Structure/Documentation plays a key role in this approach, ensuring that insights, findings, and adjustments are recorded systematically.
 - Reports/results of your research will help in finding funding and investors
 - **It's part of the cycle of innovation!!**
-

thanks!

questions?

contacts

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