



BUSINESS IDEA VALIDATION PACKAGE

by Digital Natives



ACTIVITIES PLANNED



BUSINESS CONCEPT VALIDATION

USER RESEARCH

ACTIVITIES	DESCRIPTION
LEAN CANVAS WORKSHOP	Defining hypothesis considering customer problems, needs, pains and solutions and creating value propositions for testing purposes.
RESEARCH PLAN CREATION	Interview script, test scenario planning, survey preparation
DEEP INTERVIEWS	Analyze the needs of the target group on the market by conducting deep interviews with them. These input can help us designing the UX and finding the matching UI elements to the product.
PERSONA DEFINITION	Defining personas for relevant target groups based on interviews
ONLINE SURVEY	In order to prove collected insights and hypothesis in also a statistical manner and unfold the nature of the market in a comprehensive way
RESEARCH DATA ANALYSIS	Assess and analyze all available data and information to prove or reject our hypothesis and complete the business objective of the UX research project





BUSINESS CONCEPT VALIDATION

MARKET RESEARCH

ACTIVITIES	DESCRIPTION
CHANNEL PLAN VALIDATION	Assess the coverage and communication potentials of different online channels considering our primary target groups.
COMPETITION ANALYSIS	Assess the capabilities and value propositions of incumbent competitors
KEYWORD RESEARCH	Identifying keywords with the biggest search volumes and ensuring a basis for further SEO improvements

2.



BUSINESS CONCEPT VALIDATION

VALUE PROPOSITION TESTING AND USER DATA ANALYSIS

3.

ACTIVITIES	DESCRIPTION
VALUE PROPOSITION TESTING VIA LANDING PAGES	Design of various target group specific landing pages tailored for different personas to test and validate the current value propositions.
ANALYTICS IMPLEMENTATION AND CONSULTANCY	Implementing Analytics solutions for the designed landing pages aiming to analyse site visitors and segment the target market in order to prove or reject our hypothesis.

PROJECT MANAGEMENT

4.

ACTIVITIES	DESCRIPTION
PROJECT MANAGEMENT SERVICES	Operational realization, organisation, administration and monitoring tasks related to the implementation of the proposed researches



EXPECTED OUTCOMES



CONCEPT VALIDATION

SUMMARY OF EXPECTED OUTCOMES

- Market need validated
- Target group validated
- Persona defined
- Customer needs and requirements collected
- Feature needs and narrowed scope defined and validated
- Online channels validated
- Value proposition validated
- Design concepts and needs identified



HAVE A PROJECT IN MIND?

So, do you like what you've read so far? Then don't be shy, drop us a line and tell us about your project.

Drop us a line to info@digitalnatives.hu



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