SAFA Entrepreneurial Lesson

Testing and Taking Input for Changes

What does it mean to "test" your product

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Testing is when you use your product and determine how functional it is at solving the problem you chose to tackle. After making your rapid prototype, it is important to test your product to see how effective it is. Sometimes, it will fix the problem, but it won't be efficient which undermines the product's functionality.

Testing a product is crucial as it ensures that the innovation you intend on selling actually works. If it doesn't work, then there will be no demand for your product and thus making it unprofitable.

How to effectively test your product

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1. Make sure to define the problem you intent to solve with your invention.
2. Outline multiple scenarios in which your product could be utilized to solve your problem.
3. Utilize your product under different conditions (according to the different scenarios) and make sure that it is always successful at fixing the problem.
4. Use your product repeatedly to ensure that it does not wear or break after a few uses.
   a. This part is subject to change. Some innovations are meant to be disposable, or in other terms: They were meant to be used only once.
5. If any issues arise during testing, go back to the planning phase. Make changes to your product design, and develop a new prototype accordingly.

Why is testing so important?

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Testing your product is crucial, as it is important to ensure that consumers are satisfied with you innovation. A consumer is a person who buys your product for their own use, and often are experiencing the problem you hope to fix with your innovation.

By testing your product, you can ensure that issues do not arise which could make consumers upset. That is why it is so important to repeatedly test your product under multiple different conditions. By testing your product under different conditions, you can make sure that issues do not arise for customers who all have the same problem, but in slightly different conditions.

An example of this is that you could have a product which acts as a portable wireless phone charger. It would be important to test your product with different phones like iphones and androids, in order to make sure customers with different phones would be satisfied.

Activity Time!

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Identify the main problem you are trying to solve, and think about how the specific problem could vary slightly between customers. In your entrepreneur journal, write down different ways you would like to test your product in order to account for these different circumstances.

Taking input from others

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To start, watch this short video to understand the importance about getting feedback.

How does feedback help you improve your product?

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Feedback gives you input and a new perspective about your product. The closer the people who give you input resemble your consumers, the better. The main goal with getting feedback is to see how consumers would react to your product before it launches. If you get positive feedback with satisfied people, you are ready to launch your product. Often you will get constructive feedback, which you should utilize in order to improve your product.

After all, your goal as an entrepreneur is to develop and sell products which satisfy your consumers. Getting feedback will help you best serve your consumers. This is known as concept testing.

Activity Time!

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Find a partner or make groups of 3. Exchange activity guides with them and pitch your product idea and how it would help consumers with a problem. After the other person pitches their innovation, write down two things they can improve on on their entrepreneur journal, and then write down one good thing about their product. They should do the same on your journal as well.