

6-month **Productized Service** Testing Plan



Here's an example of the types of test you could run and what you could learn over the next 6 months:

MONTH 1

Product clarity and sign up test

Ask users if they understand your product(s), how they would compare different tiers, which one would they pick and why. Then see how they move on to purchase it. Do they hesitate? Where in the process?

MONTH 2

First impression test

Ask users to see what they think about your site at first glance. Do they understand what you offer to whom? Do they get the sense that they could trust you judging by your design and messaging?

MONTH 3

Social proof test

Ask users to find out more about who you are, how long you've been in business and if you look credible. Where do they go to do it? Do your testimonials help them or do they feel bland and sketchy? Do they need more reassurance about working with you?

MONTH 4

Product value test

Ask users to find very specific information about your product and what they get when purchasing. Ask them about pricing and money back guarantee. Can they find all the information they need to buy? What questions do they have?

MONTH 5

Onboarding test

Ask users to purchase your product and learn how they go through the process from filling out the form to the start of a project. Do they understand how to take the first steps you need in order to get started? Is there anything confusing?

MONTH 6

Lead journey test

See how users perceive your product or service by testing their exact flow to your site. Is it from Facebook or Google Ads? Show them the specific Ad and then tell them to visit your site. Did you meet their expectations? Is what you do clear?

