



# Digital Innovation

Problem Based Learning  
Open Educational Resources



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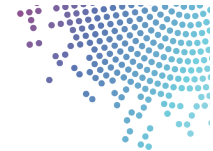
# Welcome to DIGITAL INNOVATION

Helping you gain a better understanding of how small service companies currently undertake new product development so that you can improve how innovation in services is taught.

## Partnership

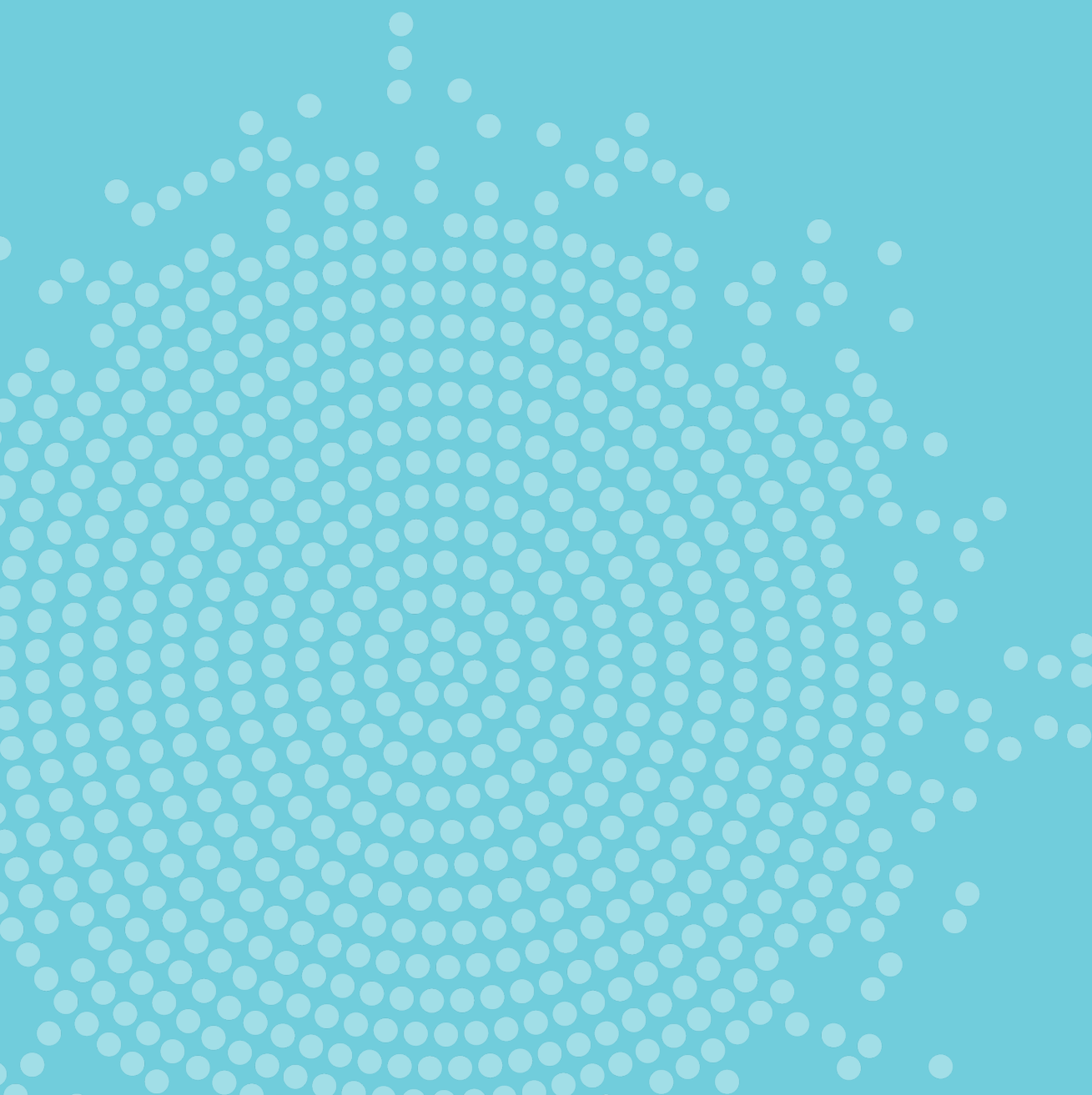


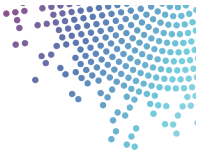
This Problem Based Learning Open Educational Resources as a part of the Erasmus+ Strategic Alliances Project “Digital Innovation for Service Sectors” was conceptualized and produced by Burcu Kör and Ingrid Wakkee, Amsterdam University of Applied Sciences, in collaboration with the Digital Innovation Project Partnership.



Section 6

# TESTING & VALIDATING PILOT SERVICE





## Stage 5: Testing & Validating Pilot Service

Testing and validating the pilot solution is the fifth step of innovation. It includes the installment and deployment of the developed solution, setting up the pilot solution, and testing and validating the pilot.

Overall, this phase is characterized by preparational activities for the pilot service, setting up a way to showcase the pilot service such as setting up a pilot store and doing many different customer tests such as field tests, beta tests, or in-home use tests. All of these tests will be focused on acquiring direct feedback from first-time users or customers or gaining insights on into their behavior.

### **Task 1: Usability Test**

Design a usability test session that can prove that the new SnappCar Scooter service should be a single app or a feature integrated into the main car-sharing app. Answer the following questions for it:

1. Problems do you want to focus on: what is the purpose of the test?
2. What tasks can help you to find these answers?
3. Questions you want to ask: what are the specific questions you want to ask users about the service? What are you trying to find out?
4. What type of users should participate in the test? (Go beyond demographics and think about interests, the connection they have to the company and habits)
5. How can you recruit participants based on the group defined above?

### **Task 2: Online Survey**

SnappCar decided that the usability test will be done online, after the testing, each participant will receive an online survey to share their thoughts about the new service.

You can select the relevant tools from [Digital Innovation Scanner Tool](#) to create an online survey. Use the digital tool to develop a short survey that can help you to find the answers to the questions from topic 3 of task 1.

Have in mind the following tips:

- Questions must be easy to understand and answer
- Group the questions according to topic
- Place sensitive questions at the end
- Reflect about the important demographic questions that you need to know about the survey participants