



Monopoly user testing



# Monopoly user testing

with Ty Fairclough

# DISCLAIMER



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# What is Monopoly Value Testing?

01. A method to test problem statements
02. A method to test outcomes/features
03. A tool to help unearth the relative cost of the problems being solved for



# What you need

01. Bank notes
02. List of features or outcomes



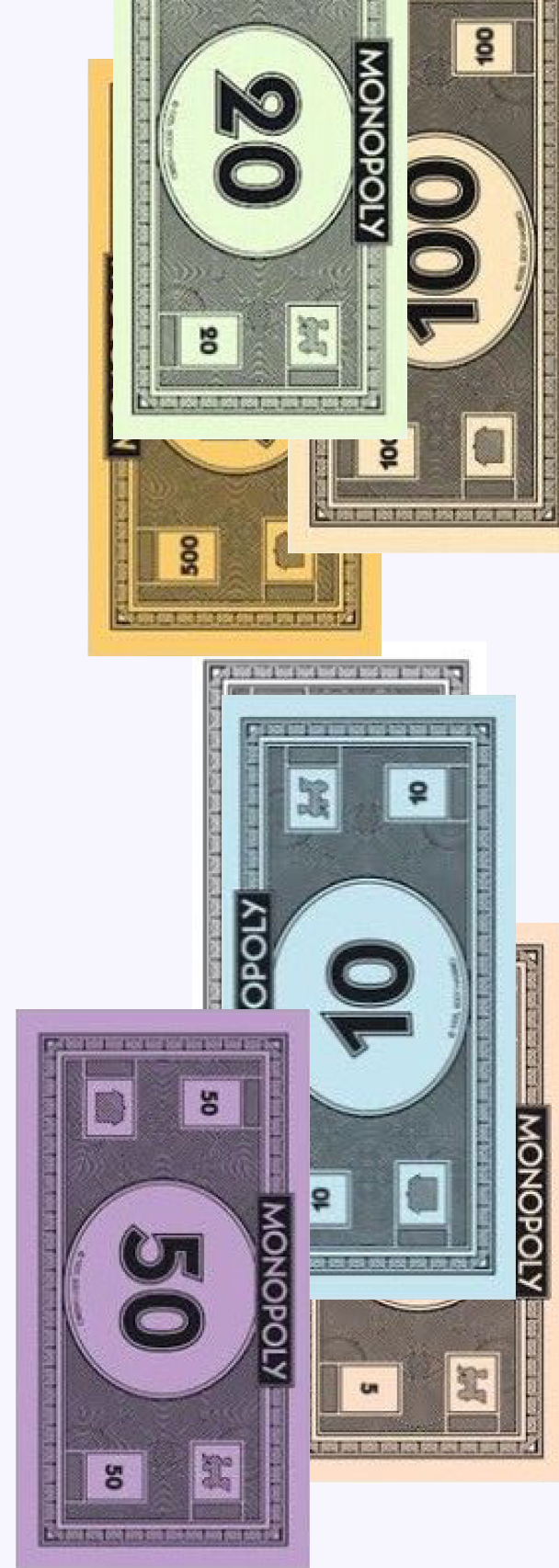
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# How to run the test

- 01.** Give every participant one of each bank note.
- 02.** Reveal a list of features or outcomes on a sheet of paper.
- 03.** Ask the user to put their money on the features/outcomes they feel are most important to them.
- 04.** Capture the output and discuss their choices.



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# Rules

- 01.** You can distribute the notes however you like. Stick all your money on one feature if you like!
- 02.** You cannot split one note across multiple features.
- 03.** You can't combine the features/outcomes.



# Money matters

People have been shown to exhibit similar behaviour with small sums as they do large sums

Putting people into a mindset of cost vs utility is what we're seeking to achieve.



Predictably irrational/Nudge

It's hard to test with high stakes, but tests in countries where money was life changing bore out the same repeatable outcomes.

mental accounting is a great example.

comparative utility to price experiments.

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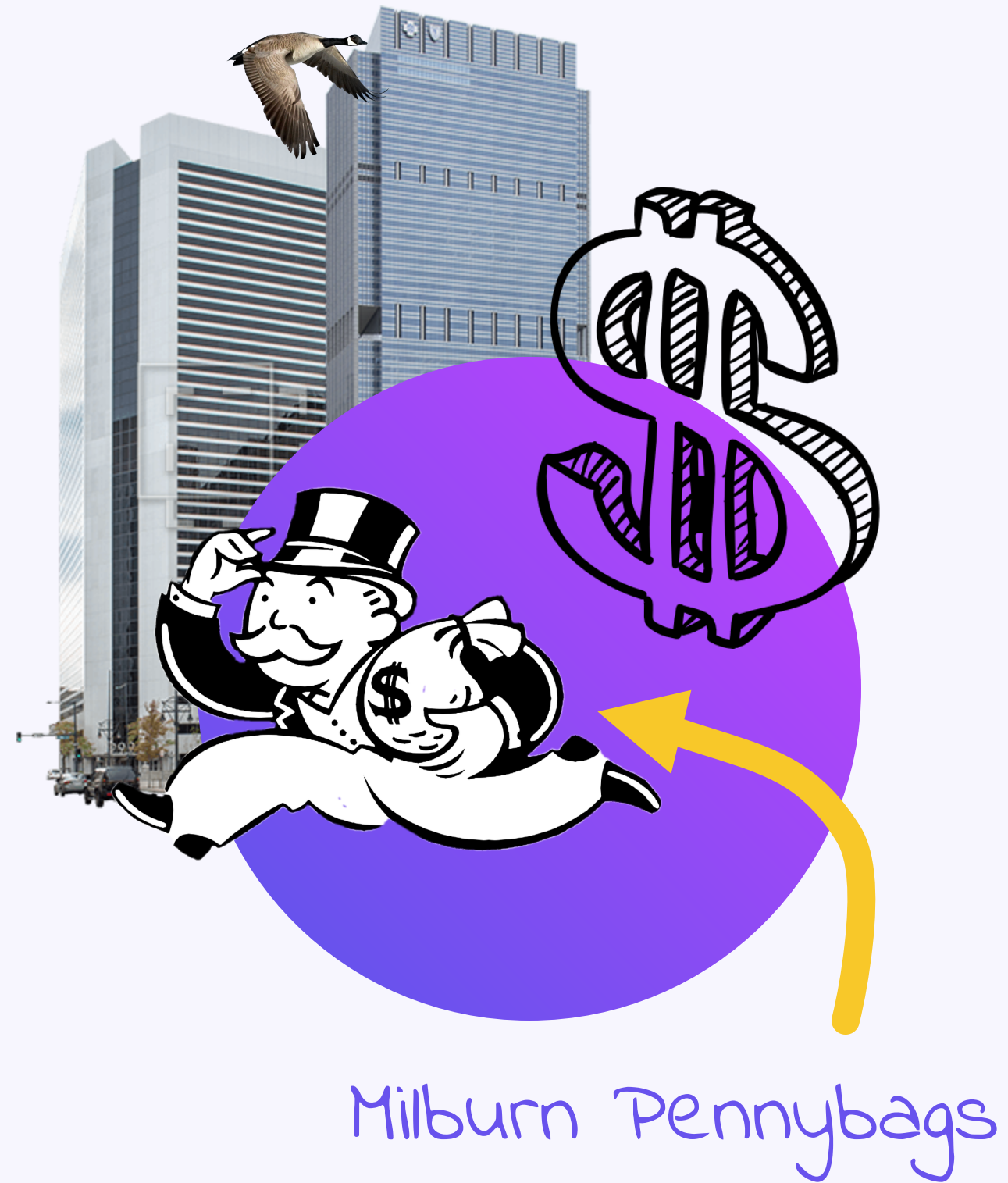


# Milburnacci sequence

0, 1, 5, 10, 20, 50, 100, 500

Forces a prioritisation

Weber–Fechner



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# Getting the most out of the session

01. Capture the weightings
02. Talk about the why for each
03. Talk about the why relative to one another
04. Have more features/outcomes than banknotes





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# Banking app Demo

# Sense Banking App

Sense Bank is a demonstration banking app - you can't download it anywhere.

I need a volunteer please...



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# Thank you

Product Campers

PRODUCT  
CAMP



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GDYNIA



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# Credits

Mike Gullo, Director of Product @ popmenu.com

Pete Kowalczyk, Snr Content Designer @ co-op

Slideshow built in UXpin ([www.uxpin.com](http://www.uxpin.com))

# Further reading

[www.ty-it.co.uk](http://www.ty-it.co.uk)



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