4-2 *Get Feedback*

Identify Sources for Feedback

How do you need to test your prototype in order to receive the most relevant feedback? Can you let people experience your prototype without further explanation by leaving it in various places? Do you need to walk people through the experience of your prototypes? What will your testing session look like?

I WILL TEST BY...

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What about your idea do you need to test? What kind of feedback do you need in order to iterate and refine your idea? What is the most important question you want to ask? Are you trying to learn whether people would participate in a new activity you designed? Are you wondering whether people will change behaviors over time because of your concept?

LIST FEEDBACK GOALS

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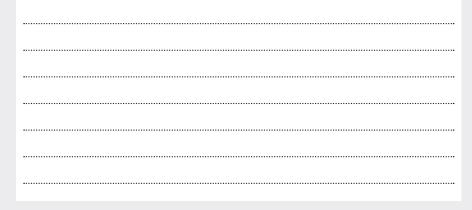
Select Feedback Participants

Who do you want to engage in the feedback process? Who will you learn the most from? Include people you have met during your field research as well as new participants.

FEEDBACK PARTICIPANTS

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Build a Question Guide

It is likely that as you have made your idea tangible, you have developed questions about how the prototype should work, what people are interested in, how to best engage participation, etc. List any questions that have been bubbling up about your concept. During your feedback session, you'll want to ask for specific feedback about your idea. What would you like to know more about?

INTERVIEWEE NAME

START SPECIFIC
What are some specific questions you can ask to open the conversation?

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GO BROAD
What are some questions that can help you start to understand this person's hopes, fears and ambitions?

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PROBE DEEP
What are some ways you might be able to dig deeper in the conversation, to find even more of the perspective this person has?

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Facilitate Feedback Conversations: Capture Prompts

Use these prompts to help people give you constructive feedback, and to help you consider what parts of the experiment you should keep or change.

KEEP

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INCREASE

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DECREASE/STOP

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KEEP

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INCREASE

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DECREASE/STOP

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Integrate Feedback

What was the original intent of your concept? Review the feedback from your testing sessions. Based on the feedback you have received, do your earlier learnings and ideas from your research and ideation phase hold true?

REFLECT

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According to your feedback, what do you think is most important to making your idea a success? How might you improve your prototype? How can you emphasize what was well received about your prototype?

FEATURES TO ITERATE

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Identify What's Needed

List the materials you will need to build your refined concept. Are these supplies available at your school? Will you need to purchase any new assets?

How much do I need to make this concept a reality?

Who can help you realize your idea? What capabilities are you looking for? Who is invested in supporting the concept? Do you need to find someone to champion the idea?

AVAILABLE AT SCHOOL

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NEED TO BUY

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COST

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How can I get funding or materials support?

SOURCES

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PEOPLE

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How long will it take to bring this concept to life in a more refined way?
Do you need time for preparation? Does anyone need to be trained?
Do you want to use an existing meeting time differently?

TIME →