AMPLIFY

Test Your Prototype & Get Feedback

It's time to test either the User Experience Map or prototype that you've created. We've captured a few guidelines below for getting the most out of this activity and then provided you with a format for capturing feedback on the next page of this worksheet.

Select Locations to Test Your Prototype
Decide what context you want to test your prototype in. Will it be most helpful to first show a rough idea in an informal setting? Or will you learn the most from testing your prototype in the community where it will be used?

Define Feedback Activities
Based on what you are trying to learn, carefully plan your prototype feedback activities. Arrange for a conversation if you are interested in a first impression. Set up an activity or service as if they are real if you want to observe peoples' actual behaviors. Consider letting people use your prototype over a couple of days over the coming weeks if you are interested in its longer-term impact.

Invite Honesty and Stay Neutral
Introduce your prototype as a work in progress and make sure to present it in a neutral tone. Don't be defensive—listen to all feedback.

Capture Feedback Learnings
Take notes of both the positive and negative comments from people as you test your prototype. The subtle impressions of a participant's reactions are often most important to remember. Use the prompts that we've provided for you on the next page of this worksheet to assist in capturing feedback.

Do Quick Debriefs with Your Team
Plan for some extra time after a prototype feedback session to share impressions with your team while they are still fresh in your mind. Discuss how to improve your prototype and capture ideas for a next iteration immediately. You can do this debrief virtually anywhere (on the sidewalk, in a car, or while riding on the bus).

Iterate Your Prototype (If There Is Time)
Based upon feedback you receive, incorporate valuable feedback into your concept. Make changes where people see barriers. Emphasize what was well received. Go through feedback cycles repeatedly and continue to improve your concept.

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The questions below have been categorized to help you organize your feedback.
If you need more room please feel free to answer these questions in your own notebook.
Be sure to debrief with your teammates after each prototype testing session.

The Good?
- What did people value the most?
- What got them excited?
- What convinced them about the idea?

The Bad?
- What failed?
- Were there suggestions for improvement?
- What needs further investigation?

The Unexpected?
- Did anything happen that you didn't expect?

What Next
- Based on what you learned, how will you change your idea?
- What will you test next?