PROTO-TYPE

Tool Kit

Let your tester interact with it.

Hand your prototype over physically and metaphorically. Allowing our participant or tester to interact with it will allow them to reflect on the actual experience vs having to imagine what it might feel like if it were created.

Make it safe to give critical feedback.

Consider using the I Like, I Wish, How To prompts to solicit honest feedback during testing. This method provides scaffolding for your testers to voice their opinions in a critical, but positive way.

Test with extreme participants.

Consider testing your prototypes with extreme participants on top of regular participants. In order to identify who your extreme participants are, you will first need to define a dimension that is relevant to your prototype. If you are working on the online support process, for example, your extreme participants could be people who have leveraged online support many times — or, at the other end of the scale — people who have never chosen to get help online. Testing your prototypes on extreme participants will often help you uncover issues that your core participants are also affected by, but they've become so good at making adjustments they've stopped noticing the pain point.

Ask the right questions.

Each prototype that you test should have a few core questions you want answered. Before you build and test your prototypes, you should clearly articulate what exactly you are testing for.

Be neutral.

Your prototype isn't precious; their feedback is. When you present your prototypes to your testers, be objective and curious about their experience. Refrain from trying to sell your idea. Remember that prototyping and testing are about finding the right solutions, and selling your idea skews your learning. When your testers voice negative feedback, probe further to find out what exactly is wrong with your proposed solution so you can go back and improve your ideas.

Let the tester contribute ideas.

During your testing session, allow your testers to contribute new ideas that build on your prototypes. You can also turn the questions that your testers ask around, and ask them what they think. For example, if your tester asks you how long the wait time would be for a virtual doctor visit, you can turn it around to ask how long they would want it to be. Even if you do not adopt their ideas, their feedback will likely give you new insights.

Evaluate Your Prototype & Test

Was a curious mindset maintained?

missed the target

missed the target

BULLS-EYE!

missed the target

missed the target

Was the tester able to experience the prototype?

Does the prototype focus on one primary feature?

Was the 80/20 rule honored? (listening/talking)