



Testing your prototype

A prototype is about making ideas tangible, learning while building, and iterating rapidly. They enable you receive feedback from users and quickly learn how to refine and improve your idea. Below are free guidelines taken from [IDEO.Org](https://www.ideo.org) on how to get the most of this activity.

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.

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?
