

USER EXPERIENCE

WHAT?

This exercise will help you decide how to get the best user feedback when testing your idea.

WHY?

Quick user feedback is the quickest and best way to develop your idea. However, you can't just ask, because most people don't do what they say they will or mean what they say. Often they just don't know. It is up to you to set up effective trials, observe carefully and check their responses.

HOW?

It is always important to get direct user or customer feedback as you go. However, it is particularly important at the prototyping stage.

| USER TRIES IT OUT | USER IMAGINES TRYING IT OUT |
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| <p>Good for products and some services, for example, computer programs or a helpline.</p> <p>Have a test run of the real thing and observe the high points, the low points, the obstacles.</p> <p>Or let them take it away and ask them to keep a diary. Verify observations with questions.</p> | <p>Develop prototypes for products so that the user can touch and feel.</p> <p>Use role plays for services, policies, processes, etc.</p> <p>Observe and interview. Watch for high points and low points.</p> |
| USER CO-DESIGNS | USER PROVIDES OPINIONS |
| <p>Good for policies, business models, services.</p> <p>Use stories, storyboards, graphics, presentations and ask them for their ideas.</p> | <p>Good for new policies, services, business models.</p> <p>Gather the user opinions through surveys, interviews and focus groups.</p> |

TIPS

Start with friendly groups whose opinion you trust and who are supportive of what you are trying to do.

Make sure that you schedule it into the development process.