WHAT is the test mode
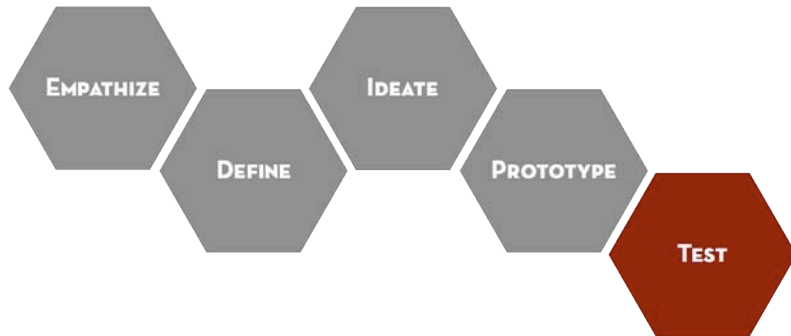
Testing is the chance to get feedback on your solutions, refine solutions to make them better, and continue to learn about your users. The test mode is an iterative mode in which you place your low-resolution artifacts in the appropriate context of the user's life. Prototype as if you know you're right, but test as if you know you're wrong.

WHY test

To refine your prototypes and solutions. Testing informs the next iterations of prototypes. Sometimes this means going back to the drawing board.

To learn more about your user. Testing is another opportunity to build empathy through observation and engagement—it often yields unexpected insights.

To test and refine your POV. Sometimes testing reveals that not only did you not get the solution right, but also that you have failed to frame the problem correctly.