Testing

Testing can be undertaken throughout the progress of a Design Thinking project

Conducting a user test

- Utilise a natural setting, the normal environment in which your users would use the prototype

- Try to get users to perform a task, or play a role, when testing the prototype. The key is to get users to be using the prototype as they would in real life, as much as possible.

- Test the right users and ask the right questions. Be flexible in case new questions come up that you might not have thought of

Planning the test

- Let your users compare alternatives, have multiple prototypes users can compare
- Show, Don't Tell : Let the users experience the prototype instead of you over-explaining how it should work and how it will help them
- Ask users to talk through the experience of using the prototype : not everyone will vocalise their thoughts. It will be helpful to prompt them
- Don't correct users when they make mistakes. User mistakes are valuable learning opportunities.
- Ask follow up questions. Do not assume you know what the user means.

How to Improve Your Test Results

- You are testing the prototype not the user. What is the question you are trying to answer with the prototype?

- Recreate the scenario in which your users are most likely to be using the product. Watch the interaction between users, environment and prototype and any challenges that come up.

How to Improve Your Test Results

- Your users should know what the prototype does and what the test is about but no over-explaining as it will skew the results.

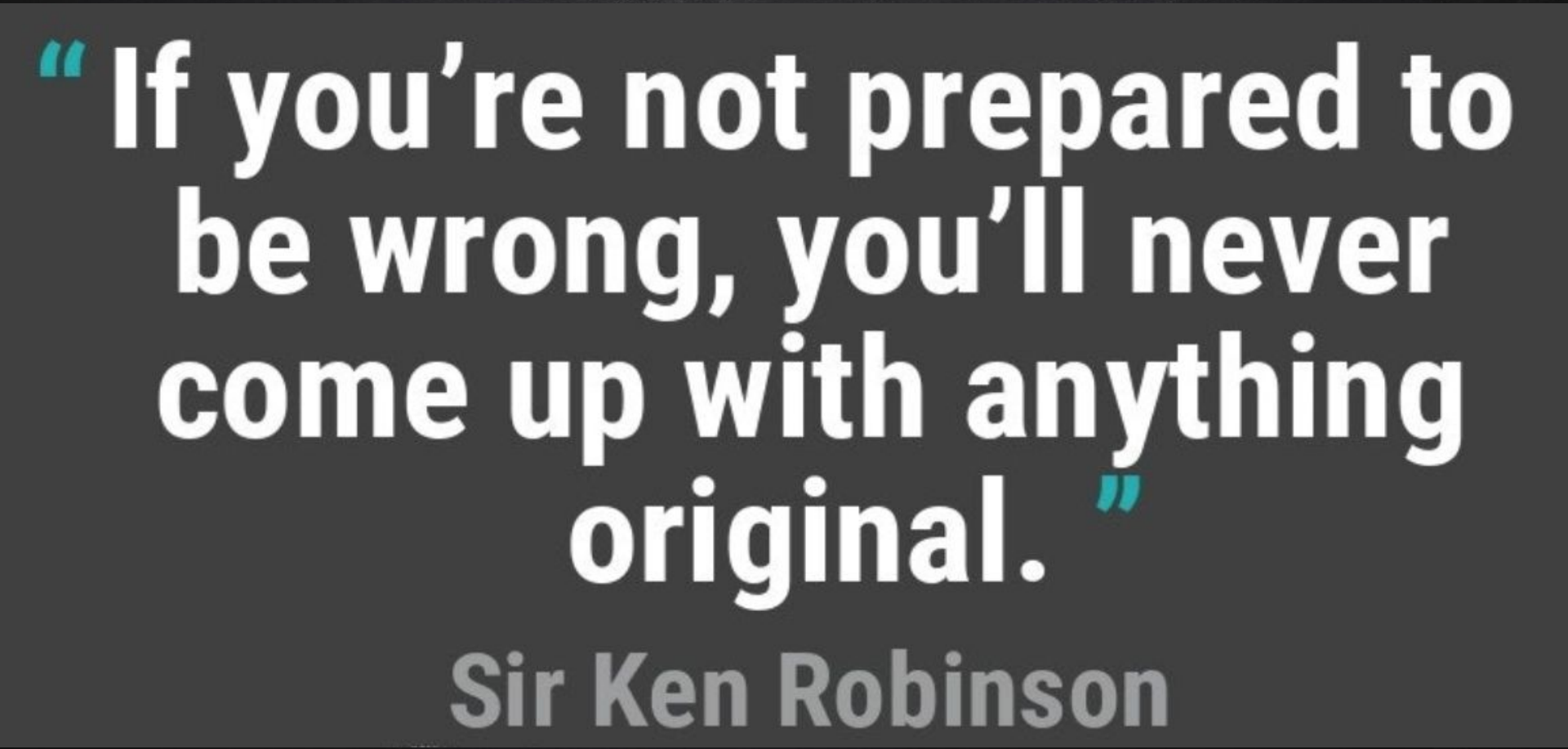
- Do not disrupt the user as they interact with the prototype. You are there to observe without interruptions.

Look out for these scenarios

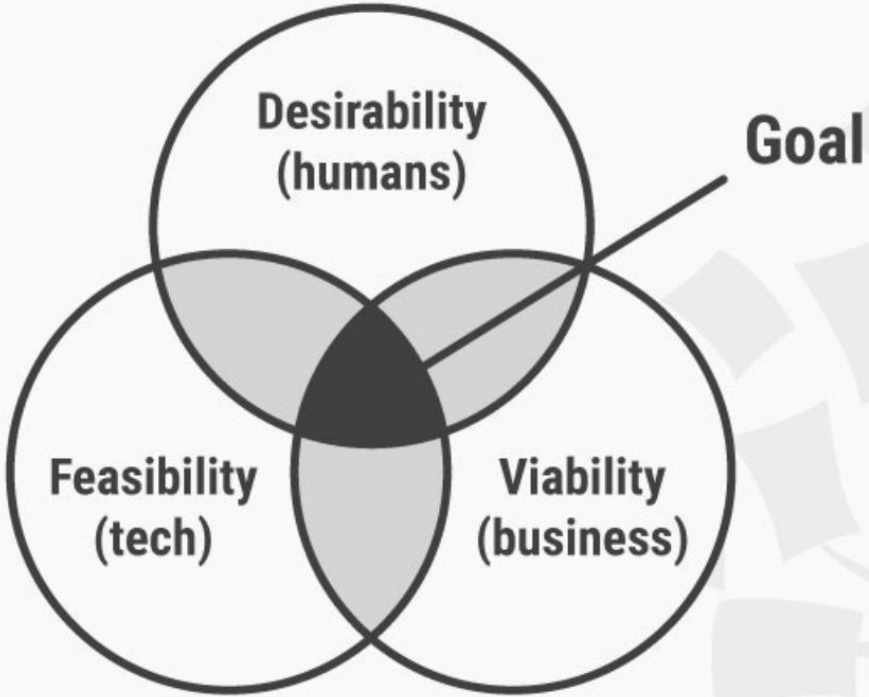
- Users are sometimes afraid of giving negative feedback because they are afraid of hurting your feelings.
- People sometimes focus on completion of tasks instead of the entire journey.
- Leave some room for participants to give their thoughts on how to improve the product at the end of the session

What to do with negative feedback

- It's your chance to learn and improve
- Revisit your list of potential solutions and strategies in order to establish new ways to solve the same problems.
- Testing can identify previously unconsidered problems
- The users' feedback is priceless; without an understanding of what users need in order to carry out their activities and tasks, the iterative design process and solution will fail
- Testing should provide new insights to inform your understanding and to help you define or redefine the various problems that the users might face


“If you’re not prepared to be wrong, you’ll never come up with anything original.”
Sir Ken Robinson

The End Goal: Desirable, Feasible, and Viable Solutions



The End Goal

- Desirability : Focuses on people. Appeals to the needs, emotions, and behaviours of the people we are designing for.

- Feasibility: Focuses on technology. Is your design solution technically possible? Design solutions need to be practical and implementable without incurring huge costs.
  Note: Designs should never be based on tech specifications

- Viability : Will your design solution work as a business? Ideally, the solution should be self-sustaining and not dependant on donor funding


RECAP
QUESTIONS?