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PROTOTYPE DEVELOPMENT II
SESSION V

FEEDBACK

LO 1 : Design physical / visual representation and constructive breakthrough of business ideas

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Subtopics

- Test
- Feedback Grid

People
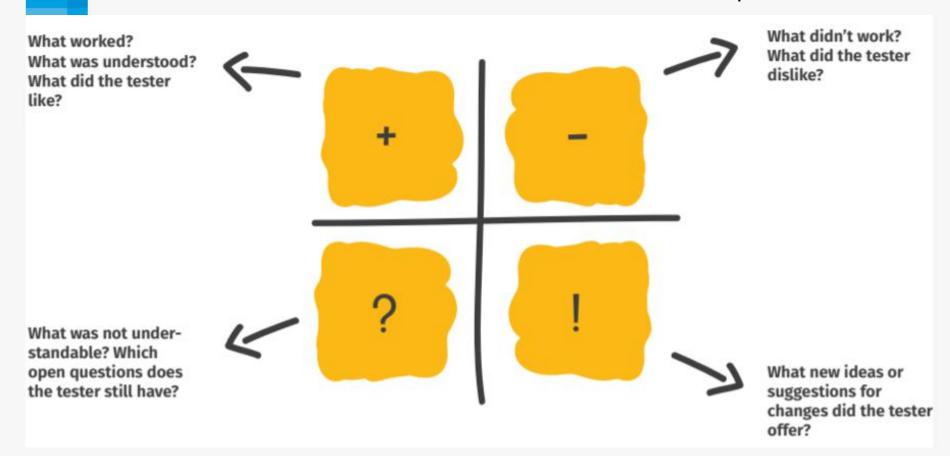Innovation
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Test

- The "Test" phase is about **testing the prototype(s) with users**
- The prototype represents only the **current knowledge and assumptions** the team has about the user

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Feedback Grid

Feedback Grid

To collect user feedback for future iteration steps

What worked?
What was understood?
What did the tester like?

What didn't work?
What did the tester dislike?

What was not understandable? Which open questions does the tester still have?

What new ideas or suggestions for changes did the tester offer?

Student Activities

Student Activities

- Students learn about how to create feedback grid to test their business

Session 7 Preparation

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- Selected teams will explain their prototype for maximum 7 minutes per team on video conference session

- Students create a 3-minute video that explains their prototype

- Test the prototype to minimum 3 classmates and 2 lecturers

- Create feedback grid and the analysis based on the testing results

References

Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint: How to solve big problems and test new ideas in just five days. Simon and Schuster

Osann, I., Mayer, L., & Wiele, I. (2020). The Design Thinking Quick Start Guide: A 6-step Process for Generating and Implementing Creative Solutions. John Wiley & Sons.

https://www.youtube.com/watch?v=5XC4JqXUJbw