

METHOD

I LIKE, I WISH, WHAT IF



WHY use I Like, I Wish, What if

Designers rely on personal communication and, particularly, feedback, during design work. You request feedback from users about your solution concepts, and you seek feedback from colleagues about design frameworks you are developing. Outside the project itself, fellow designers need to communicate how they are working together as a team. Feedback is best given with I-statements. For example, “I sometimes feel you don’t listen to me” instead of “You don’t listen to a word I say.” Specifically, “I like, I wish, What if” (IL/IW/WI) is a simple tool to encourage open feedback.

HOW to use I Like, I Wish, What if

The IL/IW/WI method is almost too simple to write down, but too useful not to mention. The format can be used for groups as small as a pair and as large as 100. The simple structure helps encourage constructive feedback. You meet as a group and any person can express a “Like,” a “Wish,” or a “What if” succinctly as a headline. For example you might say one of the following:

“I like how we broke our team into pairs to work.”

“I wish we would have met to discuss our plan before the user testing.”

“What if we got new team members up to speed with a hack-a-thon?”

The third option “What if...” has variants of “I wonder...” and “How to...”
Use what works for your team.

As a group, share dozens of thoughts in a session. It is useful to have one person capture the feedback (type or write each headline). Listen to the feedback; you don’t need to respond at that moment. Use your judgment as team to decide if you want to discuss certain topics that arise.