

## WORKSHEET

# Embed feedback



Embedding mechanisms to gather feedback before you release your product or service will allow you to gain insight long after it has left your immediate control, allowing for continuous and agile learning. This will be valuable both to your end users, other users in the chain and the strategy of your business.

### STEPS

- 1 Using this worksheet, list out all of your hypothesis for your prototype (the expectations you have for your product, but ultimately still need to test and learn about).
- 2 Then add in the evidence you need to validate these learnings. What type of feedback will help you uncover what you set out to learn?
- 3 Next, how do you plan to gather this data? How you will you “instrument” your design to capture the information you need? Below are some examples of ways to collect data you might consider:
  - Interviews (you interview your users about their experience)
  - Surveys (you poll you users based on their experiences)
  - Forums (you observe what users say about your product on social media or other forums)
  - Analytics (if your product has a digital component, you track user behaviour on the backend)
  - Data Exhaust (you leverage technology such as cookies and other data generated as a byproduct of people’s online actions)
  - Sensors (you embed sensors in your product to track usage)
- 4 Lastly, consider how what you capture might evolve over time. As you scale, you may consider increasing the amount of automation in your approach.
- 5 Use this process alongside the prototype activity to make sure your prototypes are set up for success and that you are able to capture the data you require to maximise your learnings.



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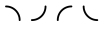
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Use the capture sheet on the following page to: identify your hypothesis (what you are looking to learn) for your prototype and the evidence you'll need to validate that. Then, write down how you plan to capture that data.

### TIPS AS YOU GO

- Try to create as real a testing scenario as possible
- Evaluate to learn and improve and not just validate. (The goal is to shape the design not simply confirm our assumptions)
- Consider what mechanism is needed to produce the data you need
- Stay focused on the critical learning need. (Don't take on too many learning objectives in any one experiment)
- You may surface unexpected insights along the way, which may take you off course—that's ok. (Strike the right balance between being intention and flexible)
- Document your experiments as you go



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| <b>HYPOTHESIS/QUESTION</b><br>(WHAT I WANT TO LEARN)                             | <b>EVIDENCE</b><br>(WHAT I NEED TO KNOW &<br>HOW I PLAN TO USE IT) | <b>DATA COLLECTION</b><br>(HOW I PLAN TO CAPTURE &<br>STORE THIS)         | <b>ACTION</b><br>(HOW I PLAN TO USE THE<br>EVIDENCE)  |
|--|--|---|---|
| eg. "Our customers will find our new product easier to use because it's modular" | eg. "We need to observe customers having an easier time engaging"  | eg. "We will collect this data through in person user-testing & surveys." | e.g. "I plan to use it to develop new ways to engage with my customers"<br>"I'm planning to sell my data as it's of benefit to others." |
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