GENERAL FEEDBACK TIPS

Gathering feedback is not only a crucial element in the Design Thinking process but a substantial part of daily work nowadays. Giving feedback means to state your opinion or evaluate a specific prototype. Our own estimation and perception is complemented by an objective opinion from another person.
Getting honest feedback from your testers is hard, because it involves hearing and telling negative things about something that you built, but it is one of the most powerful tools to validate and improve your solution.

WHAT TO TEST? Before gathering feedback you first have to know what exactly you want to test out. Have a few core questions ready but still be open to receive feedback on other topics.

PREPARE THE TEST If possible you should test out different versions of your prototype and find a way to be able to freely observe the interaction with the prototype.

WHO TO ASK? Asking anybody is better than nobody, but especially in the more advanced stages of your development it is crucial to also test with real end users.

BE OPEN No matter how much work you put into your prototype, be open for feedback. At any point it might be necessary to dismantle, change or even abandon your idea.

DON'T GET EMOTIONAL As a feedback giver avoid generalized statements and minimize emotions in favor of fruitful, concrete suggestions for improvement.

DON'T DEFEND No matter how convinced you are about your prototype, take a step back to hear and accept feedback, criticism and suggestions. Instead of defending your existing ideas, try to dig deeper and find out what is really wrong with your prototype.

BE OBJECTIVE You want to gather feedback for improvement, so don't try to sell your idea. Highlight positive but also negative aspects of your solution.

OBSERVE Apart from what people tell you, observe the reactions on your prototype and also note down any non-verbal observations.

DOCUMENT When receiving feedback make sure to record all that information for later usage. You could have a written form of the feedback, or even take photos and videos of the feedback session.