

Testing (Step 5)

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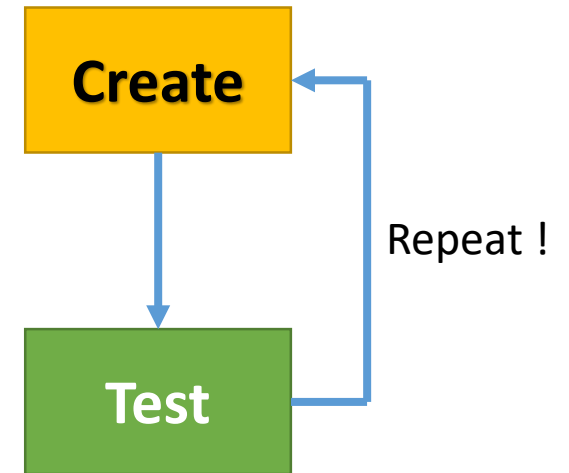
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Testing

Test—Try Your Solutions Out

- Designers or evaluators **rigorously test** the complete product using the **best solutions** identified in the Prototype phase.
- This is the final phase of the model but, in an iterative process such as design thinking, the **results generated are often used to redefine** one or more further problems.
- Designers can then choose to return to previous stages in the process to make **further iterations, alterations** and **refinements** to rule out alternative solutions.



How to test

Let your users compare alternatives

Create multiple prototypes, each with a change in variable, so that your users can compare prototypes and tell you which they prefer (and which they don't).

Show, don't tell: let your users experience the prototype

Avoid over-explaining how your prototype works, or how it is supposed to solve your user's problems.



Multiple prototypes of handle to test gripping experience (material is Styrofoam)

How to test

Ask users to talk through their experience

When users are exploring and using the prototype, ask them to tell you what they're thinking.

“What are you thinking right now as you are doing this?”

Observe

Observe how your users use — either “correctly” or “incorrectly” — your prototype, and try to resist the urge to correct them when they misinterpret how it's supposed to be used.

How to test

Ask follow up questions

Always follow up with questions, even if you think you know what the user means.


Ask questions such as :

- “What do you mean when you say ____?”
- “How did that make you feel?”,
- and most importantly, “Why?”



Testing

How to Test

<p>+</p> <p>What do you like?</p>	<p>-</p> <p>What don't you like</p>
<p>?</p> <p>More questions on this</p>	<p></p> <p>New idea based on our work</p>

Thank You