

PHASE 2  
DESIGN &  
TEST

# Gathering People's Feedback

Effort ●●●●●

## Objective

To collect audience feedback, including the most relevant elements of the solution, and the challenges and pain points that need addressed.



## Time needed

5–6 hours, depending on scope



## Participants

Design and research team, partners and stakeholders, individuals you are designing for

## How to use this tool

Gathering feedback in input is an important step that is often overlooked. Use this tool to collect feedback during testing. By answering the questions on the canvas, you will be able to identify the most relevant elements of the solution, as well as the challenges or pain points it presents.

1. **Make a plan.** Meet with your team to plan. You will need to arrange who to meet and where.
2. **Meet with your audience.** When gathering feedback, you want to collect it from those who will be most affected by your work: your users. While you may want to gather input from other stakeholders at this point, your audience is key. Meet at a place where they feel comfortable. The closer you can get to where they will use the final product, the better.
3. **Adjust your prototypes.** Based on the feedback, adjust your prototypes if needed.

**PHASE 2: DESIGN & TEST**

**Gathering People's Feedback**

**WHAT IS THE HYPOTHESIS UNDERLYING THIS IDEA?**

*If we [do something] for [target audience] they will [respond in a certain way].*

**OBSTACLES**

*What could be the obstacles for this idea not to work?*

**WHAT IS WORKING WELL IN THIS IDEA?**

*What do you like and why?*

**WHAT ARE THE GAPS THAT NEED TO BE CONSIDERED?**

*What do you think will not work and why? Are there any issues that were raised, especially around gender and power dynamics?*

**WHO**

*Who has to be involved for this idea to work?*

**IDEAS**

*What new ideas do you have? How would you build upon work done so far? What has untapped potential?*

**UNANSWERED QUESTIONS**

*What is still unclear? In what ways do you feel confused? What seems missing?*