**PHASE 2
DESIGN &
TEST**

Integrate Feedback, Iterate, and Prioritize

Effort ●●●○○

Objective
To determine what changes are relevant to improve the solutions and to re-prioritize based on these changes.

Time needed
5–6 hours, depending on scope

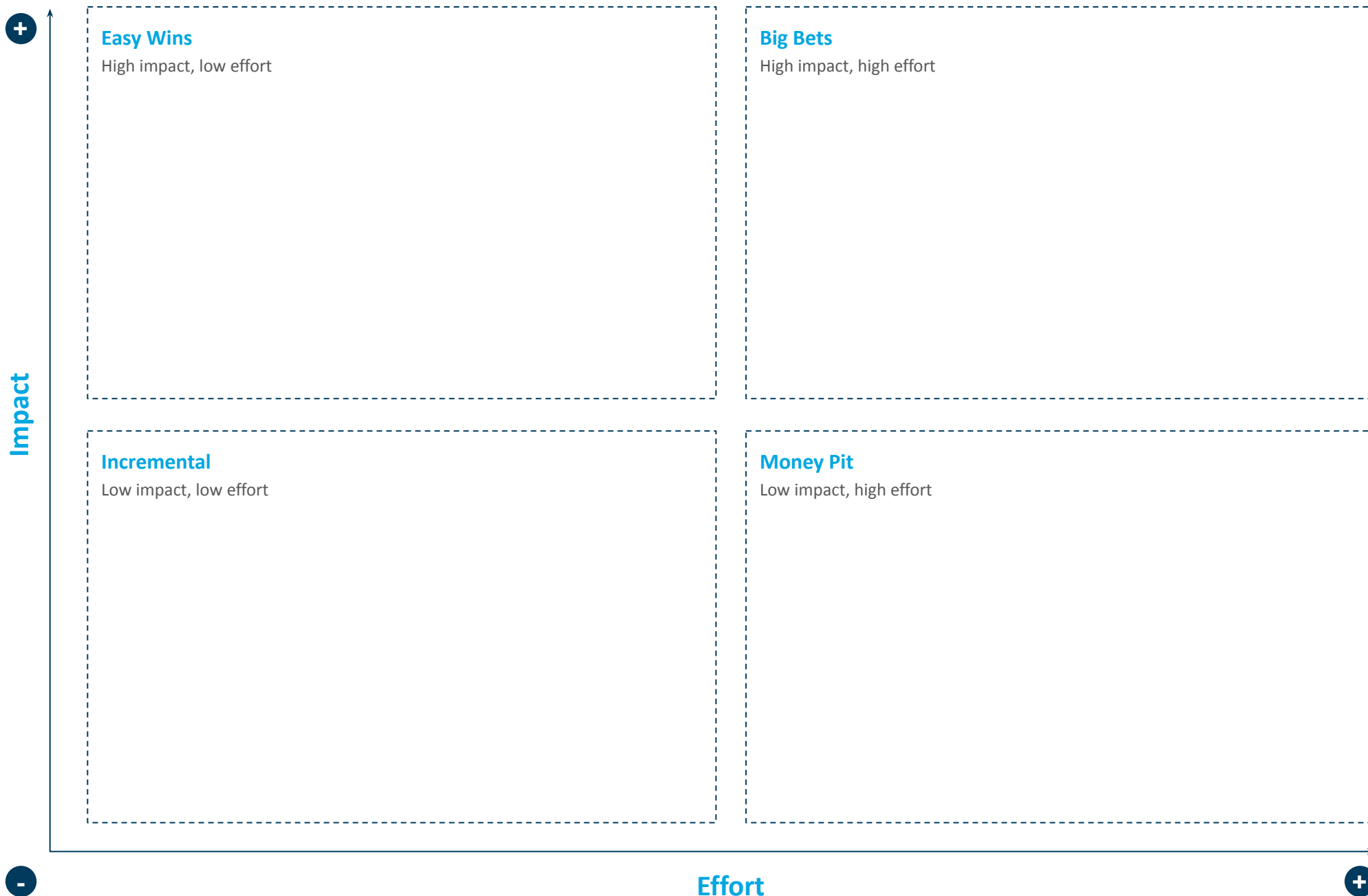**Participants**
Design and research team

How to use this tool
The next step is to decide on the changes and adjustments you need to make based on the feedback. Focus on the most impactful things that demand less effort from your team. Then, prioritize your solutions again. You want solutions that will improve the user experience and solve the problem.

1. **Reflect on the feedback.** With your team, look back at the feedback that was most relevant throughout all the iterations of the prototype.
2. **Identify the changes.** After you review the feedback, what changes do you want to make? What would you test in this new iteration?
3. **Prioritize your solutions.** Using the matrix in this template, prioritize your solutions by looking at impact versus effort. Some of the changes you made, may make this prototype easier or more difficult to finalize. Tasks falling in the high impact, low effort quadrant represent quick wins, while those in the high impact, high effort category necessitate strategic planning. As a project, you may decide to change the criteria you want to look at. Criteria you may choose to look at include impact, effort, urgency, cost, or importance.
4. **Place your post it notes.** Discuss with your team and pace your post-it notes within the matrix.
5. **Determine where to focus.** Use the matrix to choose and think about relevance for the HMW question and how exciting they seem to be to explore. You want to stay away from those ideas with low impact but high effort.

PHASE 2: DESIGN & TEST **Integrate Feedback, Iterate, and Prioritize**

PREVIOUS ITERATION #____

Relevant feedback from previous iteration.

Changes made in previous iteration.

NEW ITERATION #____

RELEVANT FEEDBACK FROM THIS ITERATION THAT WOULD DETERMINE NEW CHANGES

What are our new key findings?

CHANGES TO MAKE BASED ON FEEDBACK

How can we incorporate them into the design concept?

What would be tested in this new iteration?

PHASE 2: DESIGN & TEST   **Integrate Feedback, Iterate, and Prioritize**

Impact

+

Easy Wins
High impact, low effort

Big Bets
High impact, high effort

Incremental
Low impact, low effort

Money Pit
Low impact, high effort

-     **Effort**   +

Citations

Andersen, B., , Fagerhaug, T., Beltz, M. (2010). *Root Cause Analysis And Improvement In The Healthcare Sector: A Step-by-Step Guide.* American Society for Quality.