

## Get Feedback

You've learned and built. Now share what you've made with customers you're designing for and gather their thoughts.

Soliciting feedback on your ideas and prototypes is an essential element of the Experiment Phase. It places the customers you're designing for at the center of your project and promotes a direct path to designing something that they will love. Collecting feedback from potential users is what helps you move forward with testing an idea.

### How to Get Customer Feedback

1

There are several ways to evaluate a prototype. Some of the methods we use at Sprint are as follows:

1. Conduct a user interview while they interact with your prototype.
2. Put the prototype in the field and observe user behavior.
3. Run a co-creation session designed to solicit feedback.

2

Documenting candid feedback is key. Customers may praise your prototype to be respectful; however, explain that this is a learning process and you welcome honest, positive or negative feedback. Ask them what they like and don't like. Watch them interact with the prototype. Are they using it the way you intended? Where do they get stuck? Does the prototype address the moment of truth you outlined during the Customer Journey?

3

Obtain a variety of reactions by sharing with many customers. Ensure you're capturing a cross section of potential customers and avoid focusing on one customer type.

4

Write down all the feedback and use this opportunity to ask more questions and drive your ideas forward.

### Process Phase



understand

ideate

**experiment**

More Resources:

[www.sprintdesignthinking.com/tools.html](http://www.sprintdesignthinking.com/tools.html)