

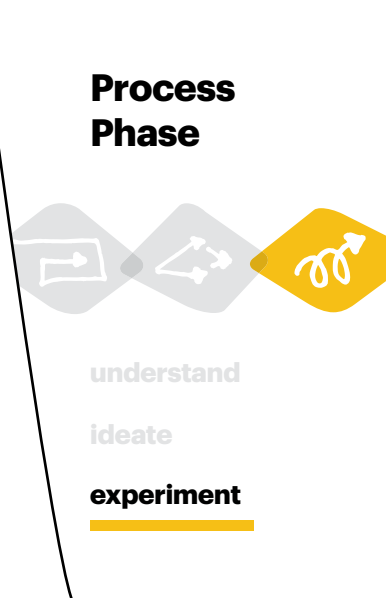
## Integrate Feedback and Iterate

Let the customer feedback guide the next iteration of your solution.

Integrating customer feedback you hear is one of the critical elements of design thinking. Experimenting directly with customers and integrating their feedback into your work and then creating another prototype is the best way to improve your idea until it's accepted and adopted.

### How to Integrate Feedback and Iterate

- 1** Synthesize some of the feedback you received and share it with your team. You can develop a visual representation based on what you heard and how it applies to your idea. You could also Brainstorm around how your prototype could change based on the feedback you heard.
- 2** Start building the next prototype iteration. Improve the areas where customers got stuck, change the things that caused unintended consequences, update the interactions that did not perform as intended.
- 3** This is a method for refining your idea, not for getting to the final solution the first time. You'll may build several prototypes to work out the issues and get to the final solution.
- 4** Once you have an updated version of your prototype get it back into the hands of customers as soon as possible. It is important to move through the initial iterations of your prototyping processes as quickly as possible. As you move through the iteration process your design will take on more and more fidelity.



More Resources:

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