

# **Lecture 11: Designing for feedback**

Wednesday 03.04

**AALTO BA SERVICE DESIGN 2019**

Nuria Solsona

# Testing as a mindset

# Learning from *failure*



Source: <http://www.designkit.org/mindsets/1>

# Experimentation method & Design process

Multiple hypothesis of how the service could be used to deliver value (**Testing plan**)



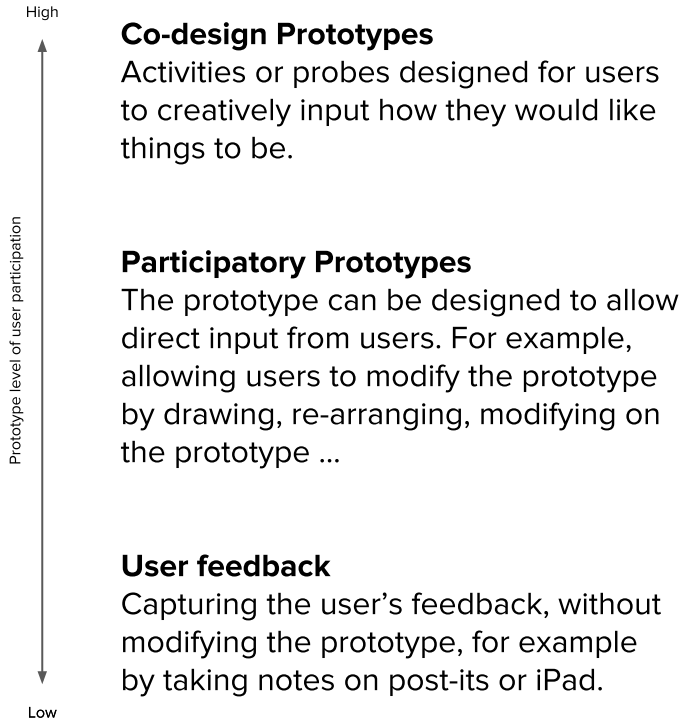
Multiple experiments to test those hypothesis with users (**Prototype design**)



Outcomes, new unexpected learnings (**Get feedback from users**)

**A prototype only fails if we don't learn anything.  
A successful prototype is designed to maximise learnings**

# Designing prototypes for user feedback



# Designing prototypes for user feedback

High



Low

## Co-design Prototypes

Activities or probes designed for users to creatively input how they would like things to be. The user becomes the designer.



# Designing prototypes for user feedback

High  
↑  
Prototype level of user participation  
↓  
Low

## Co-design Prototypes

Activities or probes designed for users to creatively input how they would like things to be. The user becomes the designer.





# Designing prototypes for user feedback

High

Prototype level of user participation



Low

## Participatory Prototypes

The prototype can be designed to allow direct input from users. For example, allowing users to modify the prototype by drawing, re-arranging, modifying on the prototype ...



# Designing prototypes for user feedback

High  
↑  
Prototype level of user participation  
↓  
Low

## User feedback

Capturing the user's feedback, without modifying the prototype, for example by taking notes on post-its or iPad.



# Questions for user feedback

## General introduction (5 min)

1. Explain the purpose of 'Testing lab' and your work with Aalto Services
2. Introduce your concept in Aalto Services
3. Profile your participant, ask them key questions to identify what type of user they are. If they don't fit your user group, send them to another team

## Get feedback on each prototype (15 min each)

1. Set the scene, explain what is the experience step and channel that you are testing *'Imagine yourself at the orientation day meeting...'*
2. Show prototype, don't tell and **DON'T SELL**
3. Wait. Give them time to read and react
4. What do you think this is?
5. Do you understand what this does?
6. Would you use it? Why? **IDENTIFY THEIR OUTCOME**
7. What would you change or improve? **TAKE NOTES, LET THEM DRAW OR EVEN CHANGE IT IMMEDIATELY**
8. What would you do next?

# Testing plan

# Testing plan

## 1. What are you testing?

Hypothesis for each prototype

## 2. What parts of your prototype do you want to be participatory? How will the user input their thoughts?

The things you are very uncertain about.

E.g, A co-design activity, scribbling on top of the prototype, post-its...

## 3. How will you gather their feedback?

Note-taking on iPad, Google sheet, pot-its and pictures?

### PHASES or JOURNEY STEP



TOUCHPOINT NAME:

### WHAT DO YOU NEED TO LEARN? QUESTIONS YOU HAVE ABOUT THE EXPERIENCE

-----  
-----  
-----

1

### WHAT NEEDS TO BE DESIGNED FOR THE TESTING LAB?

PROTOTYPE SKETCH IN THE TESTING LAB SCENARIO

2

DESIGN ASSETS: PROTOTYPE, SPACE, FEEDBACK...

-----  
-----  
-----

3

**Final presentation**

# Final presentation

## CONTENT

- **Introduce your iterated concept**  
What was the feedback what did you change?
- **Your service experience**  
Explain your service as an end-to-end experience  
*Service map, use case scenarios and typologies...*
- **Prototypes & Testing lab**  
What did you prototype and why.
- **Learnings from testing lab**  
What did you learn?
- **Next steps**  
Recommendations for Aalto Services

## REHEARSALS

### Wednesday 10th April Rehearsals

## TIPS

- Use real evidence pictures and quotes
- Have a clear message, find your own narrative
- Use your own illustrations - not stock image
- Use images and references of services that exist today
- Check Mid-term review feedback analysis on My Courses