IB 407 · SLIDE NOTES

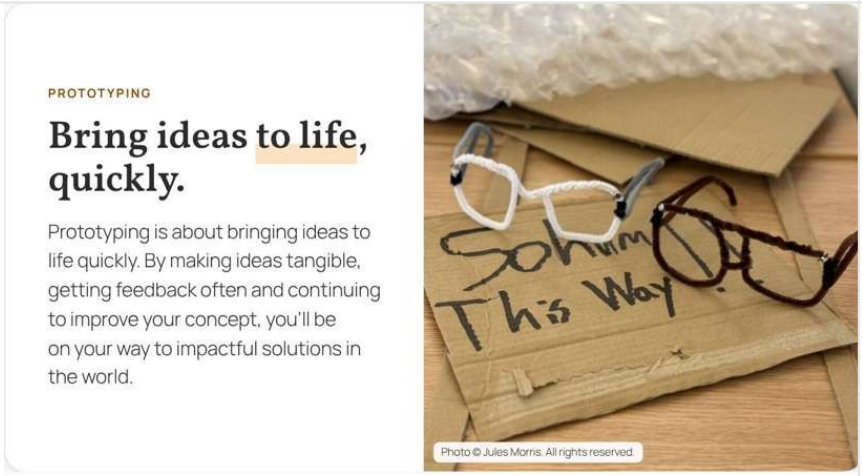
Prototype and Test

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/ib-407/prototyping-testing/



Slide 1

My notes



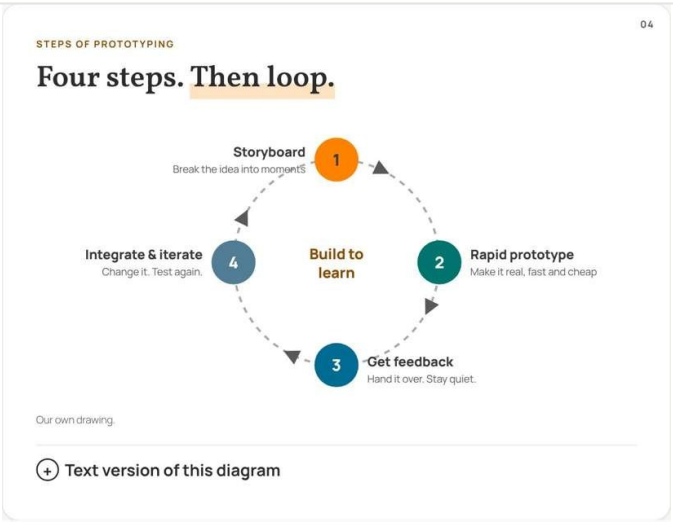
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My notes



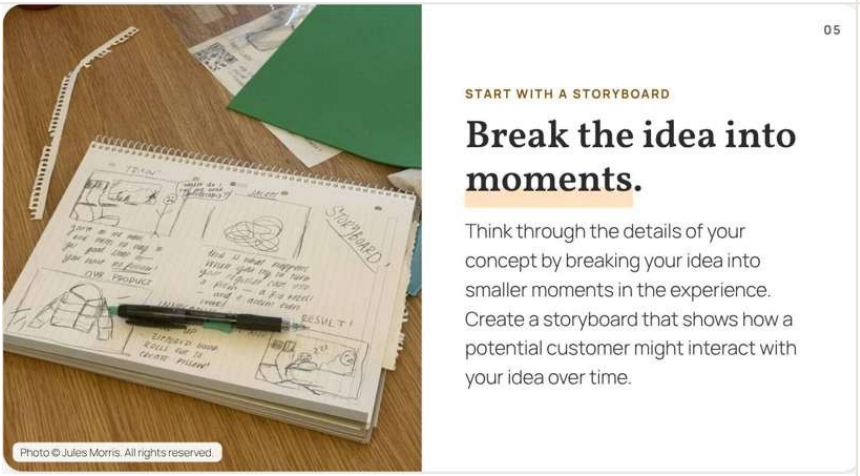
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My notes



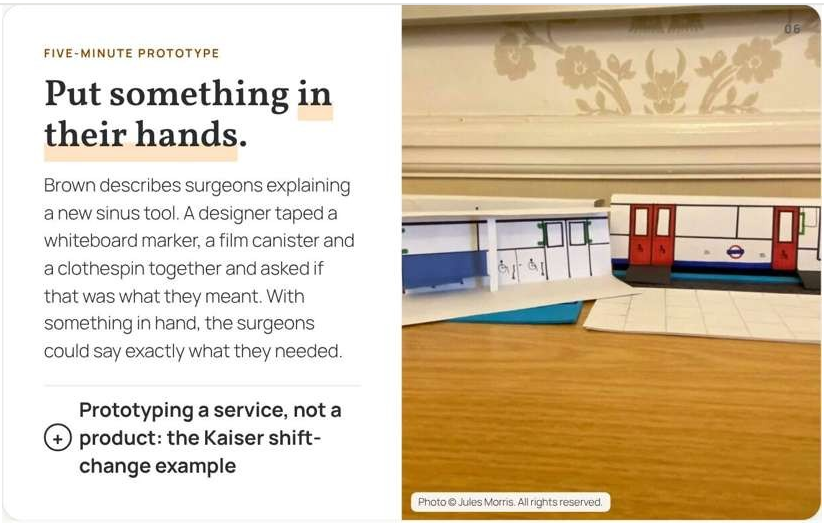
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My notes



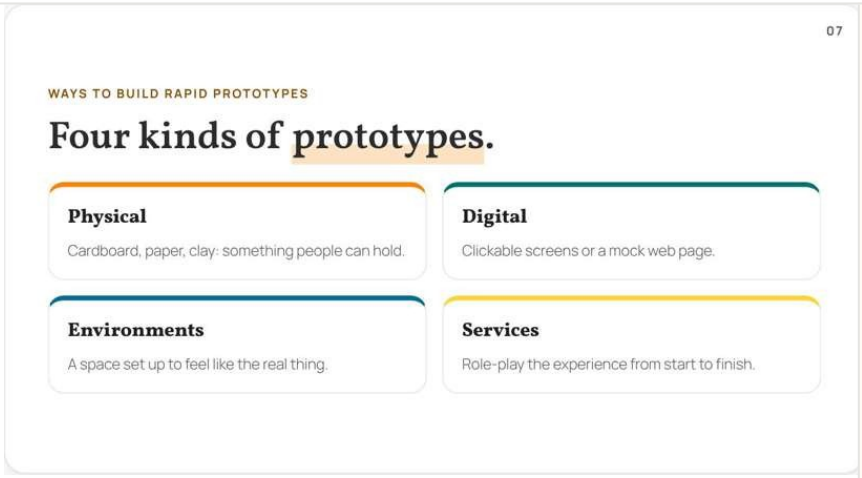
Slide 5

My notes



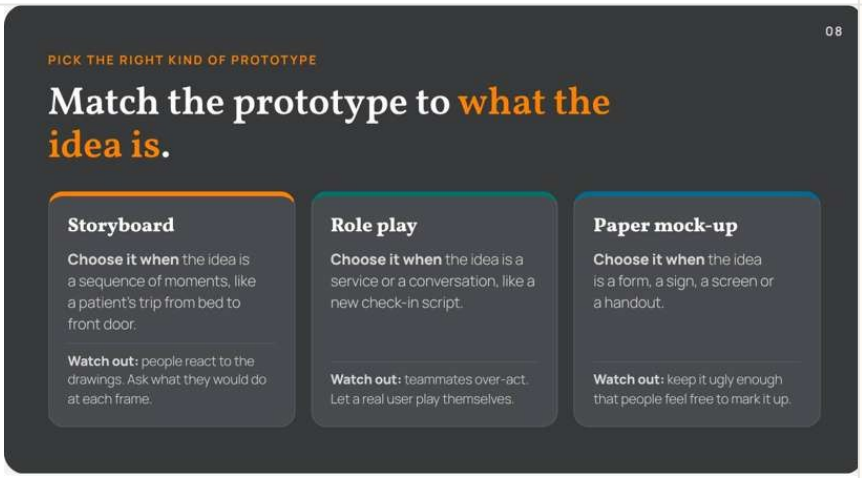
Slide 6

My notes



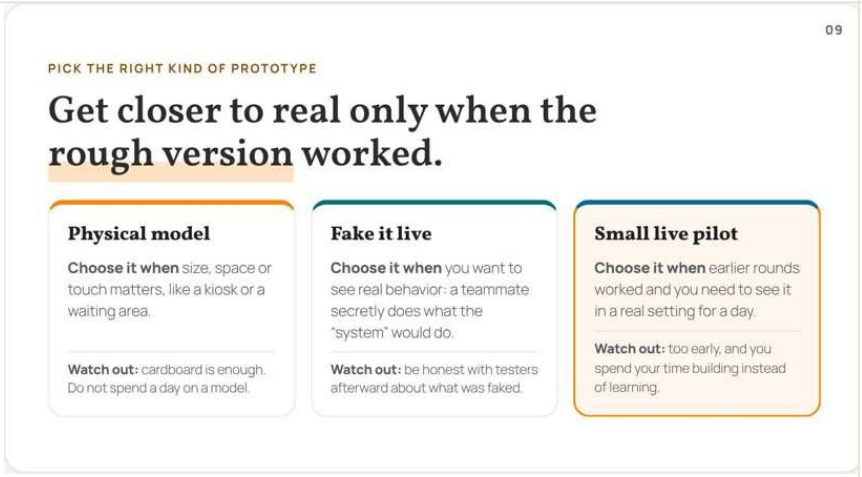
My notes

Slide 7



My notes

Slide 8



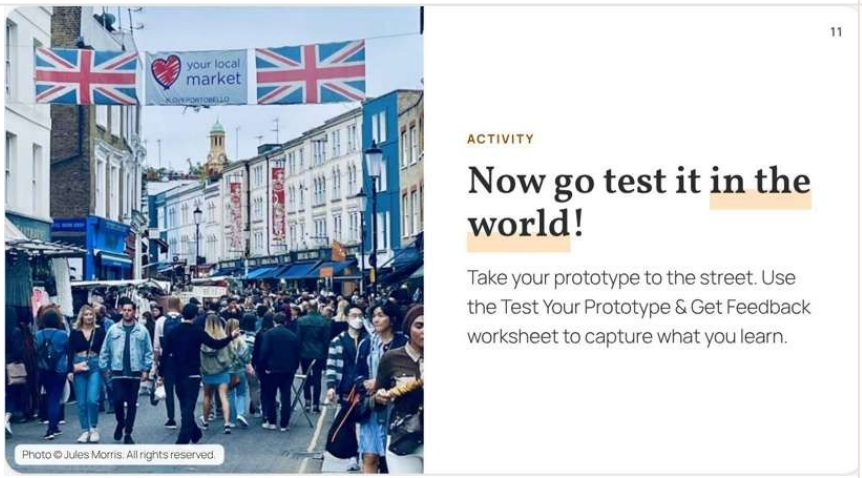
My notes

Slide 9



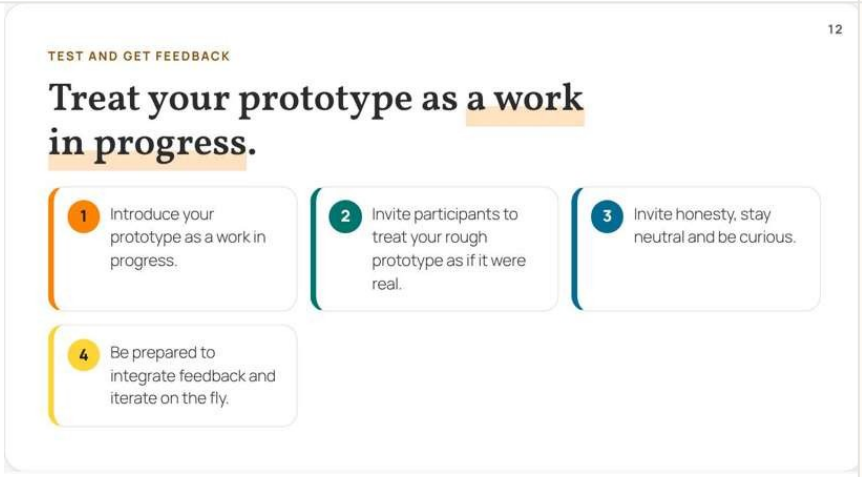
My notes

Slide 10



My notes

Slide 11



My notes

Slide 12

13

HOW TO TEST WITH REAL PEOPLE: BEFORE AND DURING

Give a task, not a tour. Then stay quiet.

- **Test with the people you designed for.** Friends and teammates are kind, not useful.
- **Include an extreme user.** The most rushed, most new or most frustrated person shows you where it breaks.
- **Do not sell it.** Say "we are testing the idea, not you," then hand it over.
- **Ask them to use it.** Give a task, not a tour. Ask them to think out loud.
- **Stay quiet.** When they stall, write it down instead of rescuing them.

My notes

Slide 13

14

AFTER EACH TESTER

People are polite. Their actions are the evidence.

1. **Ask open questions.** "What did you expect to happen there?" beats "Did you like it?"
2. **Use I like, I wish, what if.** It gets honest feedback without anyone getting defensive.
3. **Log it at once.** What they did, what they said, and one signal: keep, change or kill.
4. **Separate doing from saying.** People are polite. Their actions are the stronger evidence.

My notes

Slide 14

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INTEGRATE FEEDBACK AND ITERATE

Make it better. Test it again.

Prioritize

Pull the key insights from the feedback and build them into your prototype.

Iterate on the fly

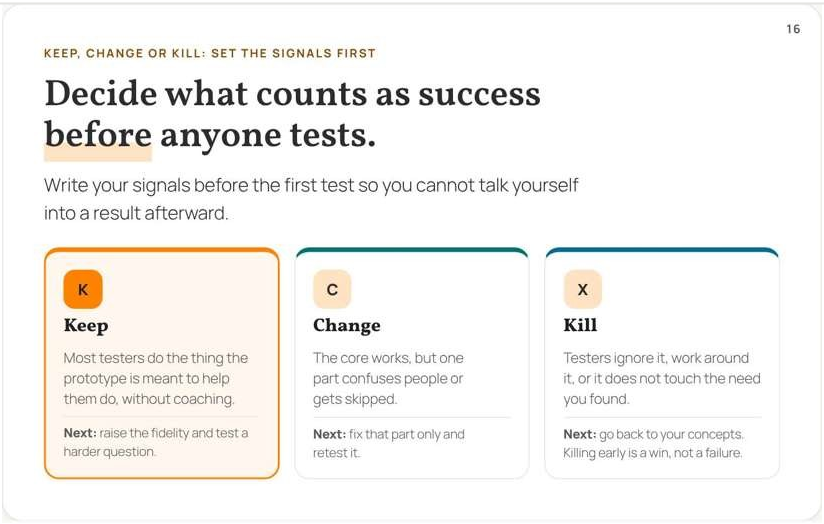
Make changes in real time while you're in the field, then test them right away.

Co-creation

Bring the people you're designing for into the process and empower them to make alongside you.

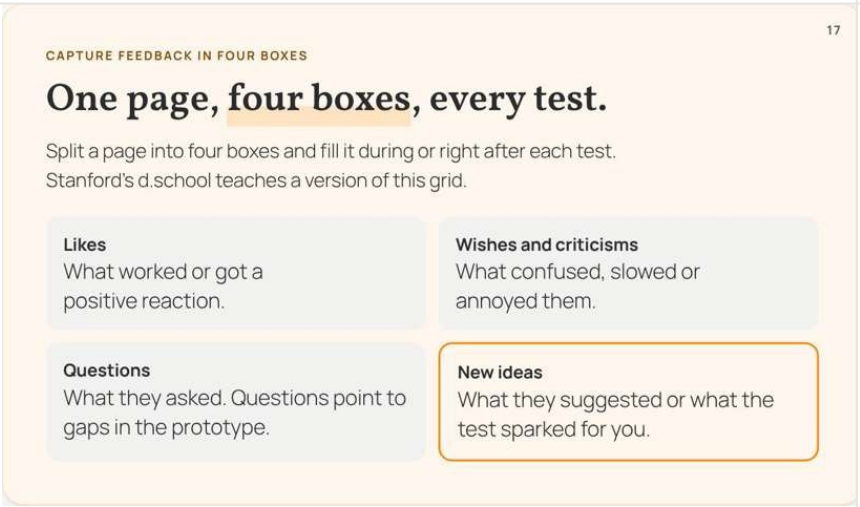
My notes

Slide 15



Slide 16

My notes



Slide 17

My notes