

Likes

Criticisms

Questions

Ideas

Feedback Capture Grid

What

A “Feedback Capture Grid” is a structured way of organising feedback that is gathered from your testing sessions.

When

You can use it during the test, as a way for you to capture feedback from your users systematically, or after the test, when you need help organising the various feedback you have gathered.

How: Best Practice

- 1 To start using a “Feedback Capture Grid”, divide a sheet of paper into four quadrants.
- 2 Label the top-left quadrant “Likes” – this will be where you will note down positive feedback.
- 3 The top-right quadrant is “Criticisms”, where you will capture negative feedback and criticisms about the prototype.
- 4 On the bottom-left quadrant is “Questions”, where you write down questions that the users have asked as well as new questions the test session raised.

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- 5 | Lastly, label the bottom-right quadrant “Ideas”, where you take down any ideas that the testing session had sparked.
- 6 | Try to make sure that each quadrant has at least a few notes.
- 7 | When using the grid during a test session, for instance, you can steer the conversation towards quadrants that are currently not receiving enough input.
- 8 | Next, gather and share the lessons you have learnt with your team.
- 9 | Then, start a discussion on how to synthesise the feedback you have received. You can for example start a brainstorming session to help generate ideas to integrate the feedback collected into your prototypes.
- 10 | The next step is to go out there and create your next prototypes. Remember to have a bias towards action! Keep iterating your prototypes by constantly testing and integrating your findings, and eventually you will reach an optimal solution that addresses most of the key areas of your user needs.

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Design Thinking: The Beginner's Guide

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