

I like...

I wish...

What if...

I Like, I Wish, What If

What

A “I Like, I Wish, What If” is a structured way of organising feedback that is gathered from your testing sessions.

Why

One key advantage of the “I Like, I Wish, What If” method is that it frames the feedback that someone is about to provide in a constructive and positive manner, enabling an open discussion or absorption of his or her feedback. Rather than saying something like “This feature sucks; why is this design even considered?”, users are framed to say something more constructive, like “I wish you would change this part to...” and “What if you moved this...and added...”.

How: Best Practice

- 1 | Quite simply, invite the user (or your team-mates, during a discussion session) to provide open feedback by coming up with three kinds of statements.
- 2 | In “I Like...” statements, the user is encouraged to convey the aspects that he or she liked about the prototype. This provides you with positive feedback about your prototype.
- 3 | In “I Wish...” statements, users are prompted to share ideas of how the prototype can be changed or improved so as to address some concerns or issues. This is an avenue to collect negative feedback and constructive criticism.

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- 4 | Lastly, in “What If…” statements, the user can express new suggestions that might not have a direct link to the prototype. This opens up possibilities for new ideas that your team can then explore in future iterations of prototypes.
- 5 | Next, gather and share the lessons you have learnt with your team.
- 6 | 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.
- 7 | 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.

Use our “I Like, I Wish, What If” template!

On the next page, you’ll find an empty idea card template that you can print out to use in your “I Like, I Wish, What If” sessions.

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“I Like, I Wish, What If” Template

I Like

I Wish

What If



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Design Thinking: The Beginner's Guide

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The world's leading companies, such as Apple, Google and Samsung, are already using the design thinking approach—because they know it's the way forward when it comes to innovation and product success. Through [Design Thinking: The Beginner's Guide](#), you will deep dive into the five phases of this paradigm-shifting approach to problem-solving—empathize, define, ideate, prototype, and test. By receiving detailed guidance on problem-solving activities ranging from ideation techniques—such as brainstorming and using analogies—to ways of gathering feedback from your prototypes, you'll be able to download the other templates involved and effectively use them in your work. Get ready to unpack, explore, and master design thinking—using it to set yourself apart and unlock the next stage of your professional life.

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Founded in 2002, the Interaction Design Foundation (IDF) is on a mission to provide accessible and affordable design education to people across the world. We provide open-source educational materials as well as online, self-paced UX Design courses. Through taking our courses, you'll benefit from course materials developed by leading practitioners and academics from top-tier universities like Stanford University and MIT. [Learn more about the IDF](#)

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