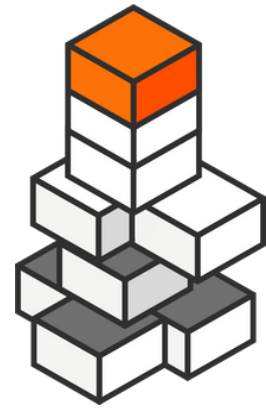


Testing your Prototypes

Prototypes are built to be shared and gather your own market data.

– This helps you to:

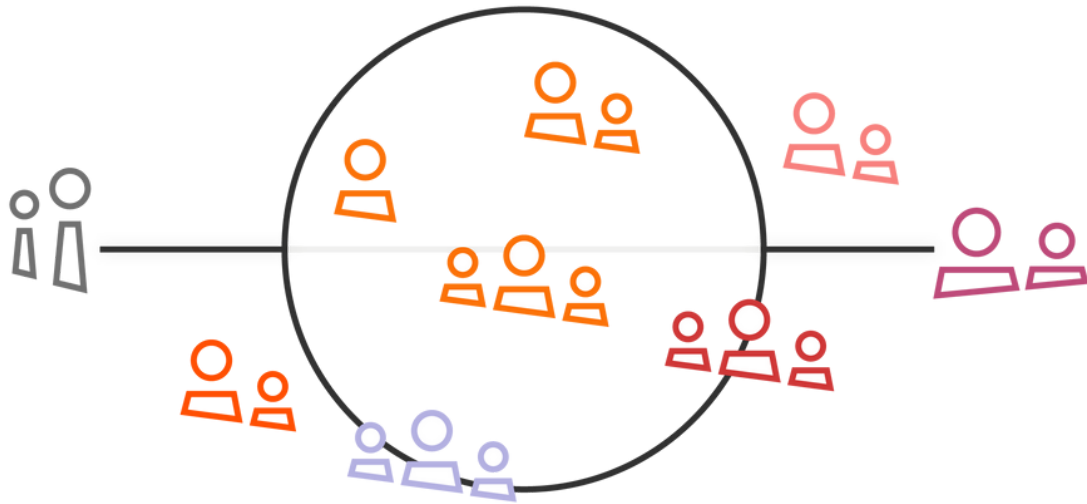
- Refine your product directions or features
- Refine underlying assumptions
- Refine your business model



Extremes and Mainstreams

To test your prototype you should combine a cross-section of your target group and extreme users while being aware of your own sampling biases.

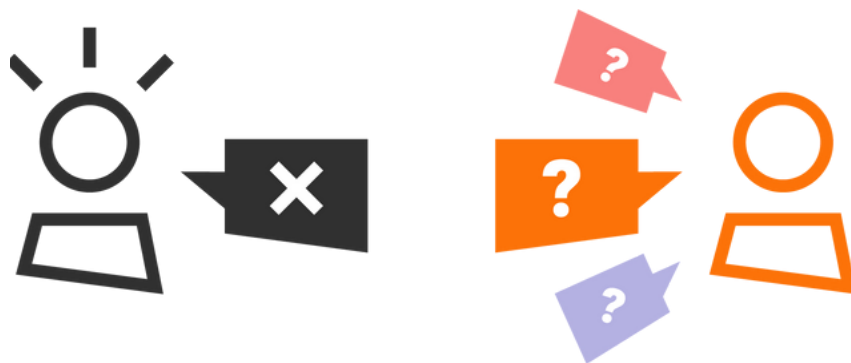
Test your prototype with many different groups so that you **avoid staying in your own bias bubble**



Selling ≠ Feedback

Try to avoid the sales mode when getting feedback on your prototype.

If you should get negative feedback, **do not try to convince the user why your product is useful**



- 1 Take a moment and try to understand your consumer's point of view
- 2 Ask the right questions so that you can improve your prototype
- 3 Get to the real product-market fit

— Resources

- Check [this summary article](#) by Jakob Nielsen about why you only need 5 people testing your solution
- Try out the [Design School Bootleg methods toolkit](#) when preparing face-to-face user tests
- The article [Test Your Prototypes: How to Gather Feedback and Maximise Learning](#) suggests a few alternative feedback capture grids
- Check out [How to Test a Prototype with REAL People](#) in this video by Crema
- The [10 Tips For User Testing Your Prototype](#) are helpful pointers on how to best test your prototypes
- This [website](#) helps you find the right design methods
- Find out how to make use of extreme users thanks to “extremes and mainstreams” in the [IDEO.org Design Kit](#)

