

Prepare your test



Obtaining a genuine user reaction is complex, and all the conditions must be prepared upstream to get the best result.

Before going to see users, you need to prepare your presentation: prepare the points you want to test, choose the target and the context that will give you the best chance of getting meaningful feedback. If the prototype is a scenario, think about how to find the right people (which users are affected by your problem) and put them in the right frame of mind to obtain authentic reactions.

HOW?

1. Prepare your questionnaire. This will allow you to address any areas of doubt and the key topics addressed by your solution.
2. You also need to think about the context and testing scenario you will create to get a meaningful reaction from the user. Test in the context that your solution would actually be used (or simulate the important parts of that context). Some key issues will only emerge in this context.
3. Organise your team: an interviewer is in charge of presenting the concept (in the simplest possible way) and asking the questions, other participants can play a role if needed, and can also be observers. On-the-spot reactions need to be watched by someone focusing on them, or *at least*, must be recorded (photos, videos, audio recording, etc.) to be used after the event.