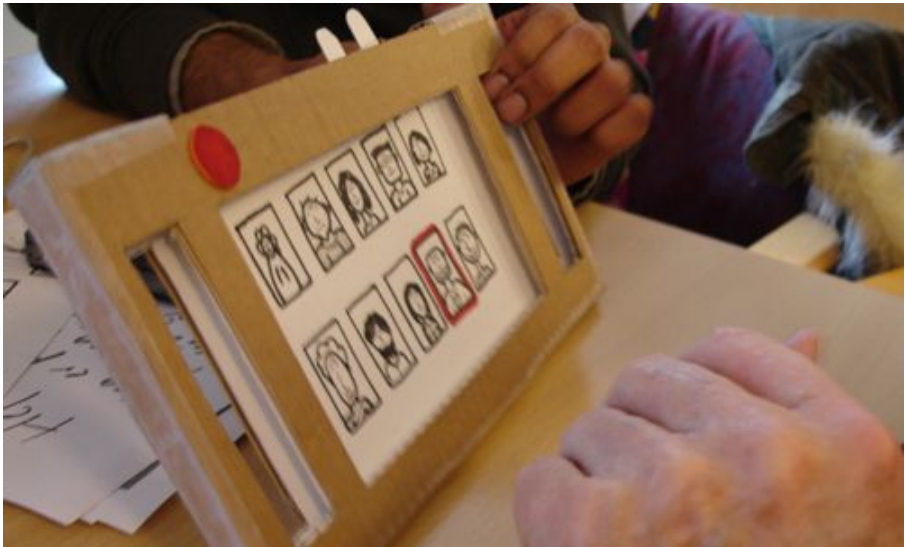


Test = challenge

Test ≠ validate



Testing is the chance to get feedback on your solutions, refine solutions to make them better, and continue to learn about your users. The test mode is an iterative mode in which you place your low-resolution artefacts in the appropriate context of the user's life.



The key is this: prototype as if you know you're right, but test as if you know you're wrong.

Too often, the tendency to want to "validate" a prototype can distract us from what we're really interested in: the defects of the solution. It translates into our approach and the way the concept is explained to users,

The feedback collected can be:

- positive: in this case, we don't make any changes to the aspect(s)
- negative: in this case, the aspect(s) are re-worked to meet the needs of the users.