

# 8 TEST AND IMPROVE

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# 01 BUILD AN MVP

From *Activity Sheet #7 The First Crack*, your team has already developed at least one prototype of your project idea. Now you need to build an MVP: Minimum Viable Product. 45 - 60 min

**Minimum Viable Product is the smallest thing you can build to show your users and gather feedback from them.**

## Questions to consider

- What: Give it a name. What is the idea? What does it do?
- How: How does it work? How does it improve the experience of the persona?
- Why: Why do we need this at the site? Does it address the issue or challenge that the persona faces?
- What's the smallest component of your prototype that still retains the bigger idea?
- What can you build with materials that you can buy from a place like Home Depot?

## Tips and Advice

- From this point on, the productivity of your team's discussion is crucial. Make sure the conversations remain focused, and that everyone's ideas are heard and considered.
- Draw your ideas on a large sheet of paper so all your team members can see and discuss together.
- Build different iterations of your prototype with art supplies to help steer your discussions.

## Examples of MVP

- If you are designing furniture (e.g. a bench), try making a mock model with cardboard boxes or other sturdy materials to test dimensions and features
- If you are transforming a public space (e.g. a street), try using masking tape or painters' tape on the floor to outline areas for your idea



# 02 ASK YOUR USERS

Bring your prototype to existing and potential users. Listen to their feedback. *30+ minutes*

### Test it out

- Invite at least 5 different users (varying in gender, age, etc.) to try using the prototype
- Avoid having team members act as test users as they already know about the project. You need fresh pairs of eyes!
- In 3 minutes or less, briefly explain its purpose and features. Try not to give too many instructions to your test users. Let them figure it out.
- As the test user tries the prototype, record all points of interaction and issues that arise. (The best method to do this is to record a video with their permission. Otherwise, take photos and notes.)
  - What did they do with it?
  - What did they say or ask before/while/after using it?
  - What do they think about it?
  - How do they feel after using it?
- At the end of the tests, discuss within the team:
  - What worked and didn't work?
  - Which part needed more explanation or tweaking?
  - Was the experience different for different kinds of users?
  - Did it truly improve the user's experience?

### Continue to test and improve

- Repeat sections 1 and 2 at least one more time (more iterations are welcome if time allows)
- You may find your team going back to the ideation phase because your initial idea may not be well-received by your users. Don't be discouraged! This is all part of the Design Thinking process that is never meant to be a straightforward journey.

**Remember, you can always reach out to your Mentor, your teacher supervisor, and other peers for support.**



# 03 SUBMISSION

Submit the following items to your school chapter folder on Google Drive:

1. **Create a new subfolder and name it "Activity 8"**
2. **Upload the following items in the subfolder:**
  - Videos and/or photos and notes documenting the responses from all users