

Tangible dreams

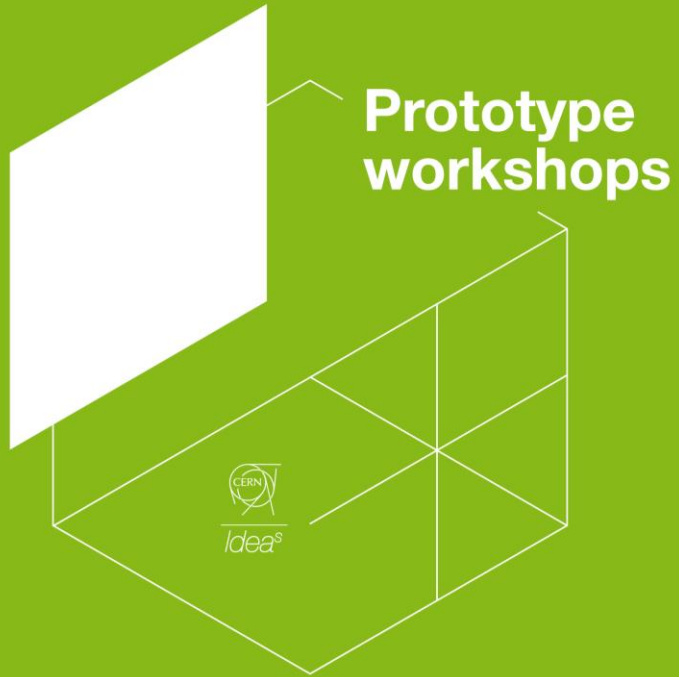
Testing session, CBI.ATTRACT 2024

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Idea^s





**Testing your
prototype**

Why testing?

- We test to learn.
- We test to answer the questions we have.
- We test to get honest feedback.
- We **don't test to get confirmation.**
- We **don't test by selling our idea.**





Planning your test



- What do we want to find out?
- What is the setup?
 - With whom will we test? How do we get to them?
 - Where will we do the interview? What context is appropriate?
 - How much time do we have?
 - How many of us will be there, what are the roles?



How to conduct the test?



- Explain the context of the test (your project objective, your scenario...).
- Introduce and explain the prototype.
- Let the test user interact with the prototype, you provide guidance.
- Ask the test user to think out loud.
- Ask rich and open questions: “Can you tell me more about what you said? Why do you think so? What do you think this [something you are testing] is for?”



Questions to evoke conversations

Trace behaviour

- Why do you smile when you say that?
- How did it happen that...?
- What does (not) work?

Gain clarity

- What exactly do you mean by?
- How would you describe it in your words?
- You say this is difficult. What exactly is difficult?
- A difficult task. Why exactly is it difficult for you?

Testing **Don't's**

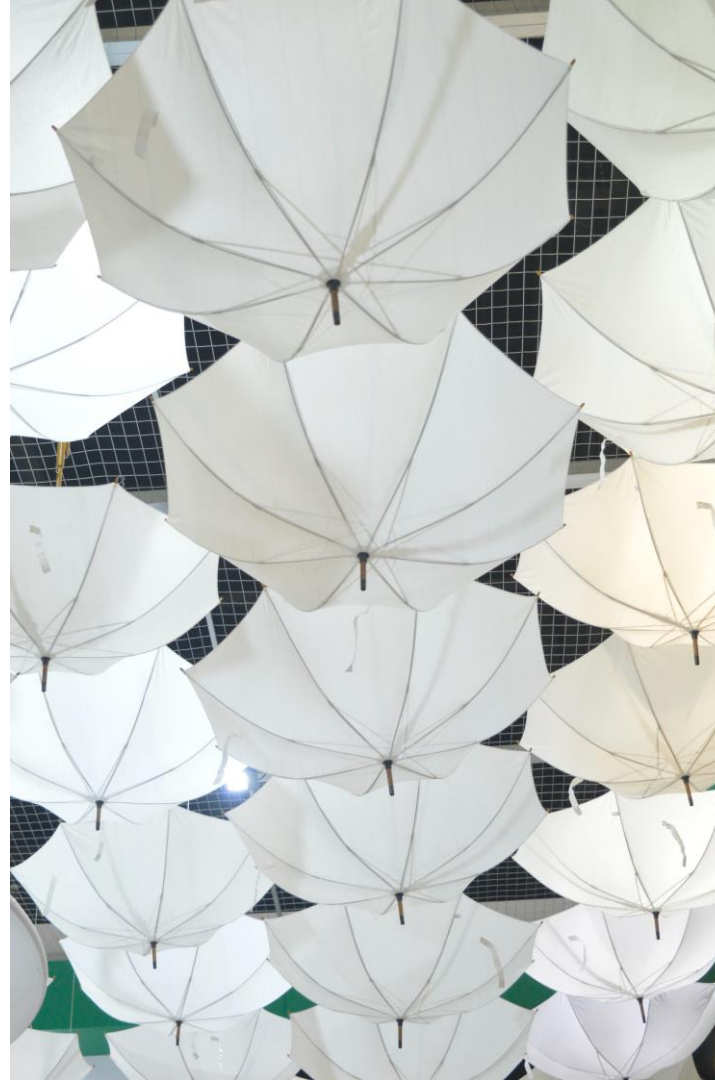
- Don't explain too much
- Don't try to sell your prototype
- Don't ask suggestive questions
- Don't get defensive when exposed to criticism
- Don't make up new features



How to conduct Sensitive Research

What potential risks are associated with conducting interviews?

- Cultural aspects („men should not do field research about menstrual health“).
- Anonymity
- Ethics.
- Do no harm approach.



Interview Testing Tips

- Ask „why?“
- Avoid general questions or using „usually“.
- Encourage stories.
- Pay attention for non-verbal cues.
- Don't be afraid of silence.
- Be neutral.
- Don't try to „sell“ any idea.
- LISTEN and OBSERVE.





Collecting the Findings



What was surprising?

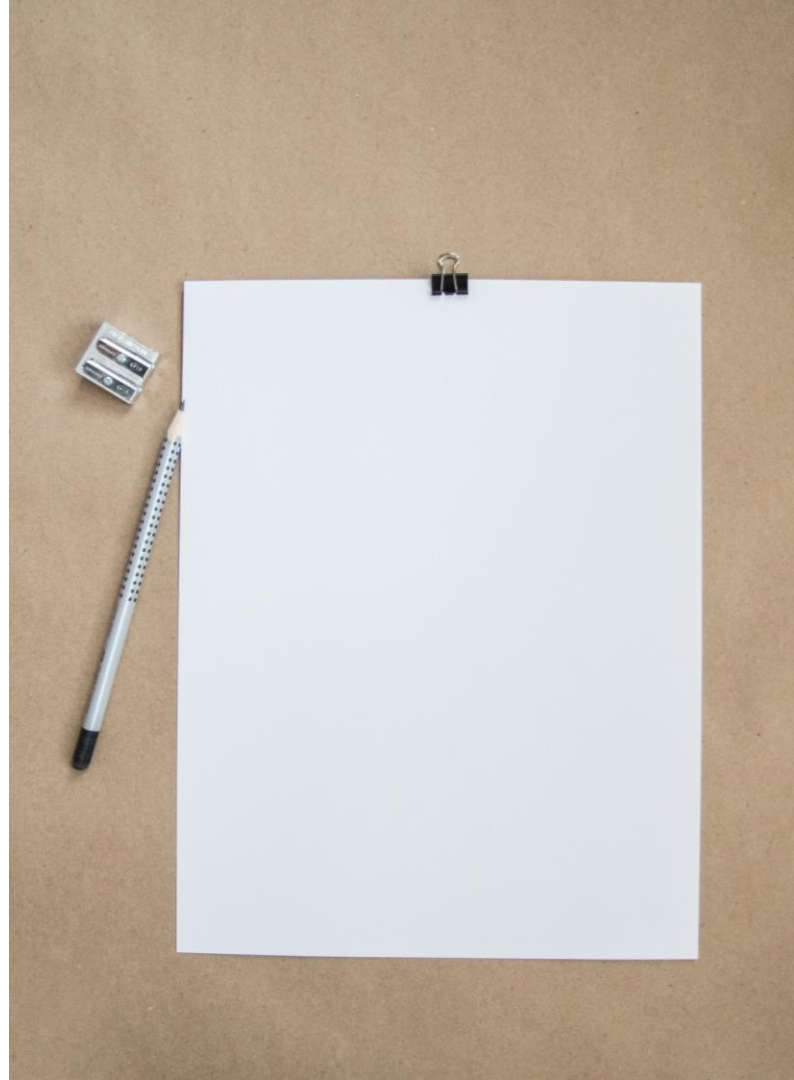
What was contradictory?

What was very important for the user +/-?

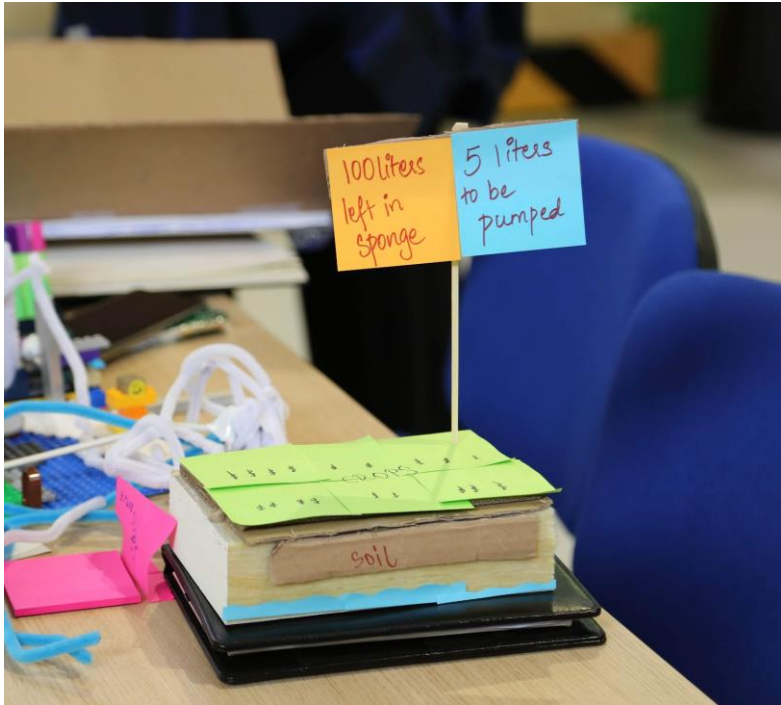
Some quotes

Evaluation

- Looking at what the intended impact is and look into how to measure that.
- What is important? To the users and to you.
- How are you going to measure that impact?
- How do we measure the before and after?
- How are you introducing your ideas to the users?
- How to distil relevant feedback?

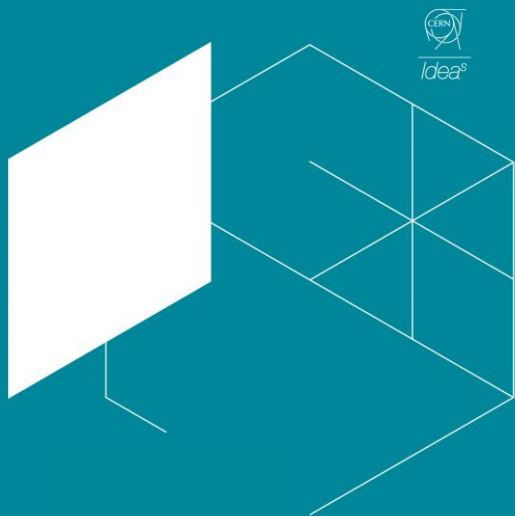


And then what?



- Iterate!
- Understand and use the feedback.
- Follow a new idea or iterate the prototype.
- Test again!
- Reflect with the team.
- Did the people get the point of your prototype? Or did they focus in something irrelevant?

Remember...

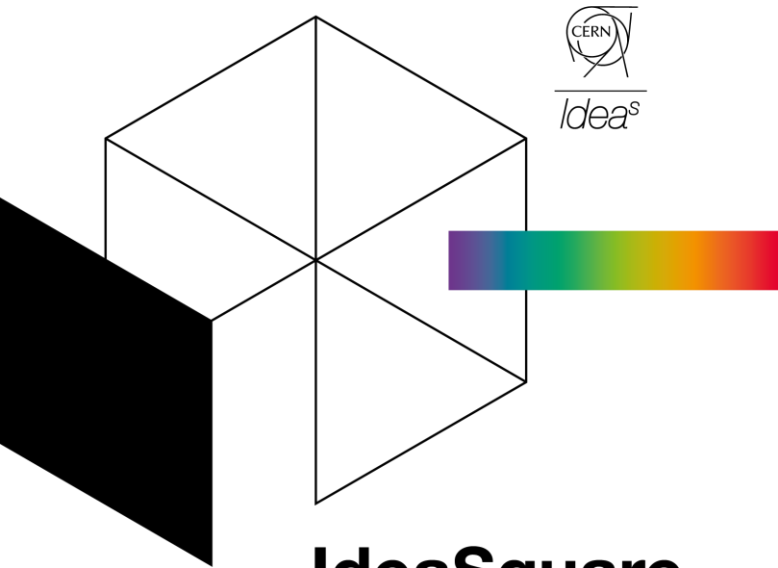


- Don't be afraid to try
- Don't try to be perfect
- Use the space and people! Go around IdeaSquare or CERN and test your prototype.
- Have Fun!



**“After the idea, there is plenty of
time to learn the technology”**

James Dyson



CERN
Idea^s

IdeaSquare
The innovation space at CERN

Thank you!