

## TESTING PROTOTYPES!

**PROTOTYPING** is all about testing and getting feedback from your intended audiences. Now that you're made your idea tangible you need to figure out how you will present your ideas and what questions you will ask to get feedback that will help you make decisions and improve your idea.

### KEY QUESTION

### WHO TO ASK

## WHAT TO ASK

### START SPECIFIC!

Conversation starters, interesting yet simple questions.

### GO BROAD.

What questions can you ask to understand their hopes, motivations and fears?

### PROBE DEEP...

Dig deeper to understand their perspective.