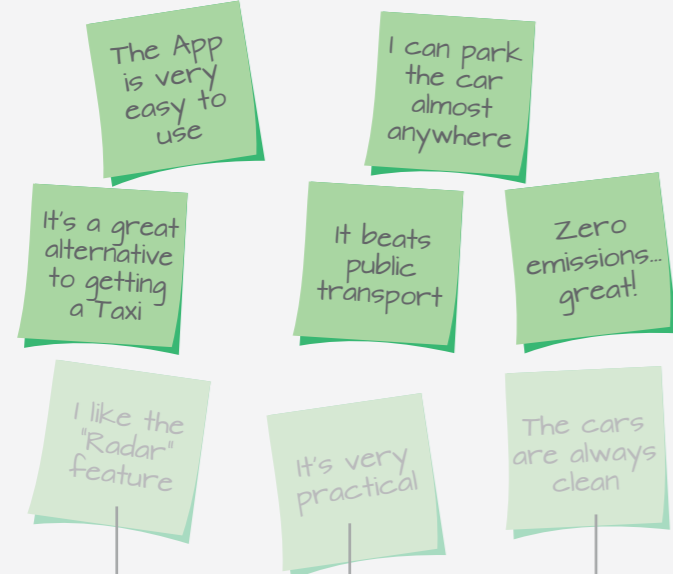


Feedback Prioritization

EVALUATION FINDINGS AND INSIGHTS

Positive feedback

Place the positive post-its gathered from your Personas and Journey Maps.



Pick 3 to focus on
Consider cost and impact and select three positive points to focus on. Move them to the next level below.

Negative feedback

Place the negative post-its gathered from your Personas and Journey Maps.



Pick 3 to transform
Consider cost and impact and select three issues you must solve or transform into opportunities in order to continue with your idea. Move them to the next level below.

New Ideas

Place any new ideas discovered after since beginning your research phase.



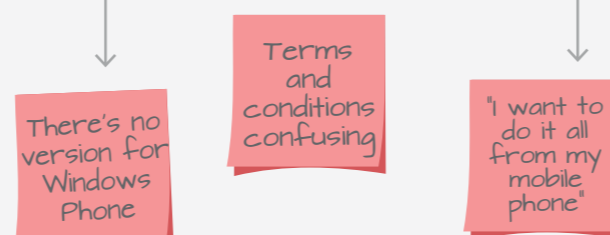
Pick 3 to explore
Consider cost and impact and select three new ideas to focus on. Move them to the next level below.

NEW ROADMAP

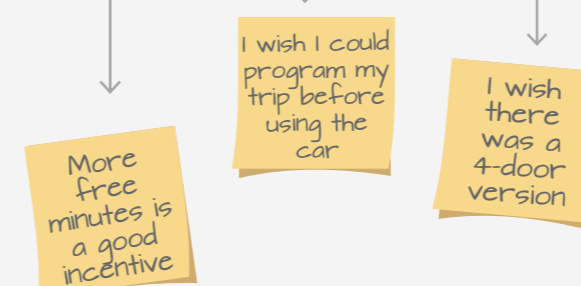
Positive points to focus on



Negative issues to transform



New ideas to explore



Transforming negative issues

Here are some examples of key stakeholders you may not have considered. This group is often referred to as Shapers:

Example: Your potential users have said that they don't like the registration that is needed for onboarding your product/service.
Tip: You may transform it as a challenge by asking:

- How might we simplify the registration process?
- How might we eliminate the registration step or made it invisible for our users?

That means you and your team will need to rethink your idea approach and find new ways to match with your potential users.

Feedback Prioritization

What it is

After testing your prototype with real users and gathering the feedback, it is time to ensure that your idea is on track.

This is a reflective moment to review the feedback you got from users and see if you are going in the right direction or if you might have to reframe your idea, changing certain aspects.

Why use it

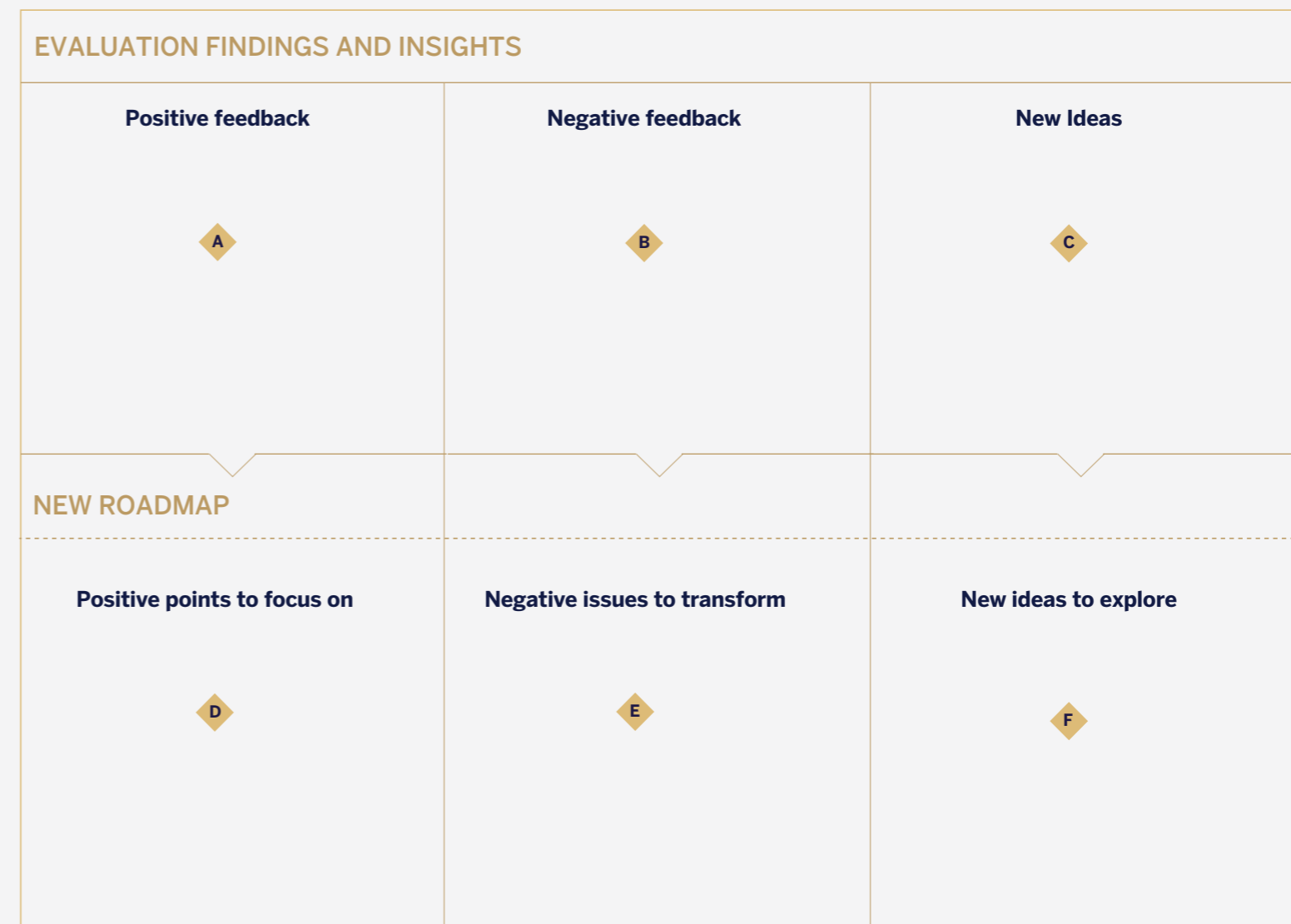
Analyzing feedback allows you to reflect on your findings and use them to discover more opportunities which may have been overlooked.

It also allows you to modify or rethink your idea if you find it is not as attractive, easy or useful as you thought when you started the project.

How to use it

Use this template to order your feedback for review and analysis.

1. Start by going back to the evaluation results of your prototype and write the main positive and negative points and any new ideas on post-its.
2. Place each post-it in one of the three boxes:
 - Positive feedback **A**
 - Negative feedback **B**
 - New ideas **C**
3. Consider cost and impact for each positive point and pick three to focus on. Move them to the next level. **D**
4. Consider cost and impact for each negative issue and pick three to solve or transform into opportunities moving forward. Move them to the next level. **E**
5. Consider cost and impact of any new ideas and pick three to focus on. Move them to the next level. **F**
6. You will end up with a new roadmap for you idea/project in which you have a prioritized set of positive points to focus on, negative issues to transform and new opportunities to explore.



Tips & Tricks

TEAM

2-5 people. The whole team would be ideal.

TIME

Between 40 and 60 minutes. If you need more time, prepare different rounds.

MATERIALS

Large paper, markers, sticky notes, masking tape, printed versions of your Persona, Journey Map and other resources you have used.

FOR BEST RESULTS

Be realistic and humble with the results and stay positive if your results are not ideal. Design is a process and identifying challenges early is one of the strengths of the methodology. Evaluate all the options and opportunities for anything you might have to change and explore new directions if needed (i.e. changing target or idea orientation, etc.).

WHAT IT HELPS YOU ACHIEVE

- A deeper understanding of your project and how it will impact users
- A direction to keep pursuing
- An opportunity to change direction early and ensure the success of your idea and project

FOR AGILE

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TOOLS AND ACTIVITIES BEFORE YOU START

- Test Analysis Results
- Ecosystem Map
- Personas
- Journey Maps (for analysis)

TOOLS AND ACTIVITIES FOR AFTERWARDS

- Ideation Canvas
- Concept Map
- Journey Maps (for ideation)

