KICKSTART01 · WEEK TWO · TESTING YOUR SOLUTION

The field sheet

Seven boxes before you go, and somewhere to write while you are there.

> Written to be worked on with a pen, or typed into if you would rather, on one prototype or MVP you own. Nothing on this sheet is collected, scored or reported, and a made-up answer is better than a blank box.

Before you go

1. Who you are testing with

Behaviour only, with a time window on it. No ages, no adjectives. If you cannot use your sentence to find a person this week, it is not finished.

2. What they do today instead

The workaround, and what it costs them. No workaround at all is the most important thing you can write on this page.

3. The value question

Answerable from something that already happened, not from what they imagine they would do. Then the answer that would make you change your plan.

4. The usability question

Answerable by watching one step, alone, without your help. Then the answer that would make you change your plan.

5. The task you will give them

A goal in their words, not in your feature names. No steps, no “then”. Read it out loud, and if it contains the word click, write it again.

While the test is running

6. What you say when they get stuck

These six, and nothing else. Say one, then stop talking. Cross off the one you are most likely to blurt out instead.

- Silence. Count to eight.
- What are you trying to do?
- What did you expect?
- Say that again?
- What would you do on your own here?
- Can you show me?

Never: “you just need to click there”, “that part is not finished yet”, “so what you mean is”.

7. The plan

Five is a place to stop for usability, and only a start for value. Nobody leaves Monday’s session without one name and one time.

NAME	WHEN AND WHERE	WHO RUNS IT	WHO WRITES
Ana, matches box 1	*Wed 18:00, her office*	*me*	*Radu*

While you are there

Three columns, kept apart on purpose. The first is only what a camera would have caught. The second is their words, exactly as they said them. The third is everything you added, which is useful, and is not the same thing.

WHAT THEY DID	WHAT THEY SAID, WORD FOR WORD	WHAT I THINK IT MEANS
scrolled past the profile step twice	*“I do not know what to put here”*	*the step does not say what we want*

Two minutes after each session

- What surprised me.
- Which of my assumptions did not survive.
- How many I asked, and how many said yes.
- The one question I still need answered.

Yours to keep, reuse and hand on. No name goes on this sheet.