



# Product improvement

If you feel that you can no longer improve your product yourself, then it might be time to see how a potential user experiences your product. That experience can be very valuable for you as a maker to improve certain elements.

The questions at point 1 in this worksheet help you to organize your own thoughts about what you want to test.

Point 2 is about what you want to test. You describe that as clearly as possible. These elements can be about functionality, but also about feelings that occur during use, or the overall feeling of design.

Point 3 is about who will test your product. Try to make sure that this is someone who will also want to use the product.

Point 4 is about where you want to test. A physical place is important unless your product is an online experience or you can experience it online.

Then look at point 5 how you want to test. Link this well to point 2. So setting up a functional test is different from wanting to record someone's feeling.

Point 6 is about the outcome. What do you do with your test results, and have you tested what you want to know.

## 1 - Ask yourself

- For who is it?
- What does it do?
- What does it solve?
- How does it look?
- What can you use it for?
- What will change if you use it?
- How does it work?
- Why would anyone use it?
- Why should this be made?

## 2 What is your exact offer you make looking at the answers of point 1? What is your value proposition?

## 3 Who? With which people can you test it best? (experts, relevant users, critical persons)

## 4 Where? Where do you want to test? Online or in a physical place? Which physical place(s) and why?

## 5 How? How do you want to test? (interview or questionnaires)

Be sharp and critical with good questions, but not too closed questions. A yes or no answer is often not very useful to test your assumptions.

## 6 Outcome, Processing, Result? Have you tested what you want to test? (it happens more often that you (also) get answers to other needs)

- Do you need to test again?
- How does this change your idea?
- Adjust it and see if you need to test again to make your idea even sharper.

