

Quick desirability testing tips

This method explores the effective response that different designs elicit from people. As a PO/BO you can use it to make choices and decisions with your stakeholders.

1

Prospective or actual users must participate to the test. The more users are, the better it is (i.e. 25 is a good number).

2

Choose categories to assess (ie Quality, Appearance, Motivation, Speed) and put them on the wall as titles of columns. Have pre-prepared cards with adjectives on them.

3

Ask participants to pick the three or four adjectives that best describe how they feel about the concept with respect to each category.

4

The design team should discuss the groupings and use the information to refine the service concept.

5

After a sufficient number of participants have responded, clusters of positive, neutral, or negative words will emerge.

The results can be documented as a populated chart and a written findings report.