Feedback Grid

When you interview a user or test a prototype, it can quickly become difficult to keep track of all the insights that arise. Therefore, use a simple grid like this to categorize the insights into some categories that can give you an overview. If you need to gather insights across multiple users or collaborate with others, you can simply draw this grid on a whiteboard and use post-its to collect the insights. This way, you can also involve more people in identifying patterns more easily.

Likes
What works really well?

Wants
What can be better?

Questions
What confuses, is misunderstood or overlooked?

New ideas
What if..?