

DESIGN THINKING MINDSET / DESIGN PHASE

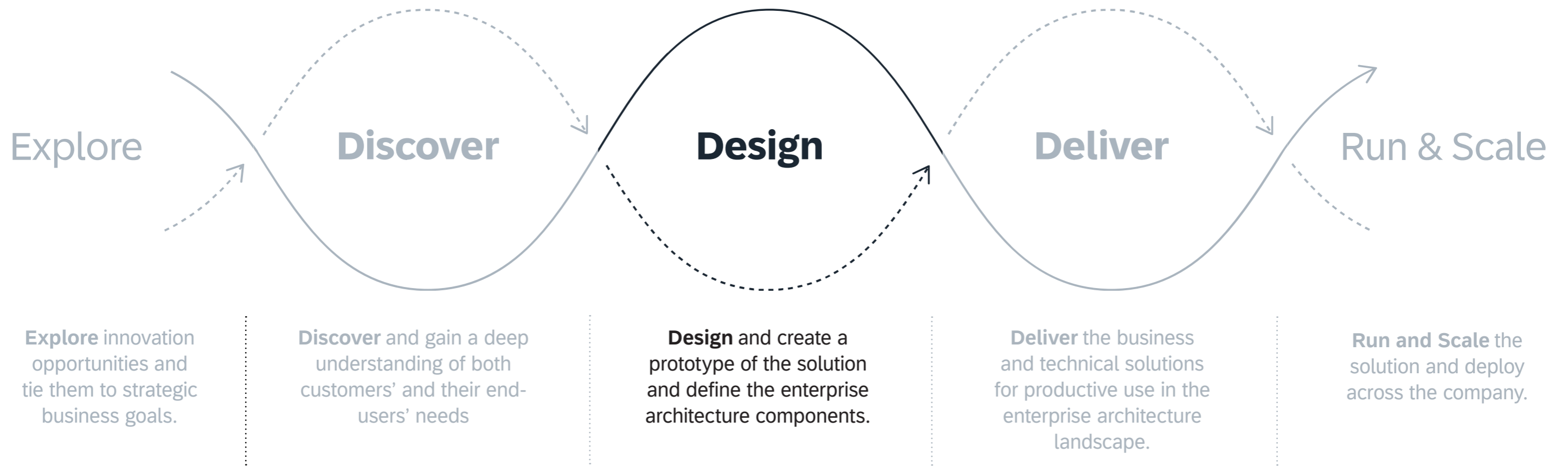
# Capture Feedback

Get early feedback from users, stakeholders, and experts, and have a structured approach to derive learnings and insights.

# Why and When To Capture Feedback

We use “Feedback Grids” throughout the entire Design phase to capture feedback from users, stakeholders, or experts in a structured way.

Feedback Grids can be used during or directly after discussions or workshops with stakeholders, user groups, or experts.



Learn more about SAP's Human-Centered Approach to Innovation: <https://apphaus.sap.com/approach>

# How To Capture Feedback



Duration  
**15 - 30 Minutes**



Participation  
**3 - 5 Participants**



Roles  
**Designers, Architects,  
Project Stakeholders,  
End Users**



Use Input From

- **[How To] Build a Prototype**
- **Generate Ideas With Ideation**
- **Create an Idea Napkin**

## Steps

- 1 Capture** your impressions right after the feedback session.
- 2** As a team, discuss the reactions you received. Take notes on sticky notes. **Sort and cluster** the feedback according to the feedback grid:
  - Positive feedback received
  - Concerns raised
  - New ideas discovered
  - Questions that arose
- 3 Prioritize** the feedback:  
What is most essential for success?  
Sort your notes and create an overview of the feedback you want to address.
- 4 Iterate** and refine your prototype by integrating valuable feedback into your concept.

## Expert Tips

Let the prototype speak for itself, but clearly define what you want to learn in advance.

Don't defend your idea.

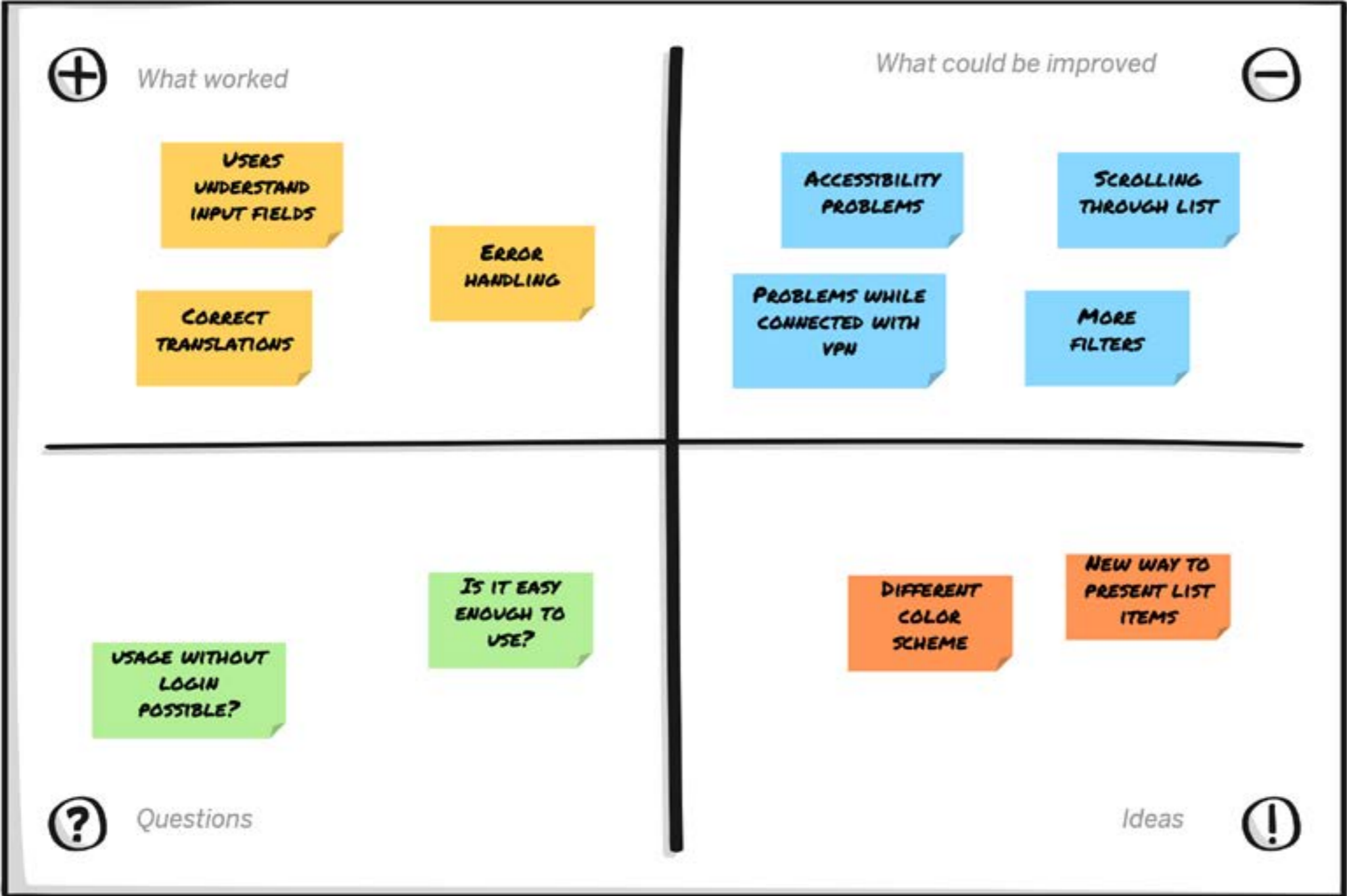
Keep an open mind.

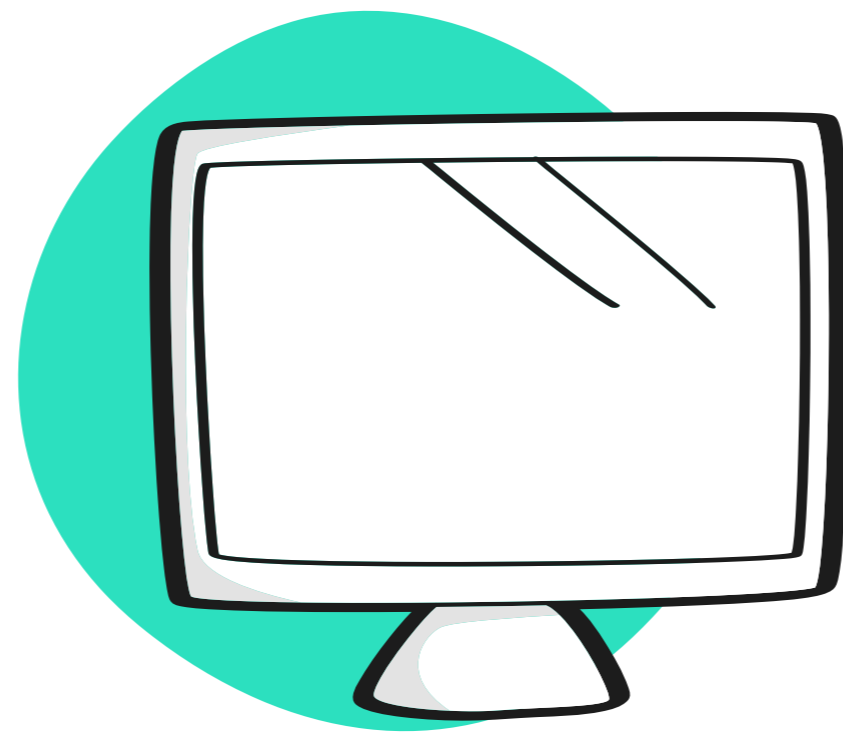
Avoid getting too attached to your prototype.

Don't make the prototype overly polished or perfect.

Stay grateful.

# Example Feedback Grid






# Virtual Collaboration Template

# MURAL Template

## Capture Feedback

**Feedback Grid** 

Capture the thoughts from the audience about a topic for further improvement.

**1. Provide Feedback About the Given Topic (15 - 20 min)**

Write your feedback points on the corresponding areas of the grid. Once all points are entered, the team asking feedback or the facilitator checks the provided points and asks for clarification if needed.

[Insert Topic for Feedback]

**+** What worked? What could be improved? **-**

**?** Questions? Ideas **!**

Access the MURAL template: <https://app.mural.co/template/38cf244d-12cb-45cd-9846-f91e67470fee/dd3df64b-2a0f-4732-a0c1-310b67b088d1>

\*Registration required