

CHALLENGE 1

WOMEN'S SAFETY

USER FEEDBACK TOOLKIT

This toolkit will help you incorporate users' perspectives into your idea, and be invaluable in ensuring your idea is relevant for the communities that will benefit from it.

Five steps to getting great user feedback

1) Plan who to talk to and where you'll go.

Think of a mix of individuals in your target community—who among them would be potential users for your project? Ideally, you'll want to speak with some people who seem like early adopters and some who may be more skeptical. Different points of view are helpful.

2) Prepare a conversation starter.

Having your idea laid out in a clear way is crucial to helping your interviewees understand it and provide concrete feedback. To share your idea we recommend you create either an [Experience Map](#) or use the form on page 3 of this guide to write out a detailed description of a user journey.

3) Build a question guide.

You'll want to start with some general questions—ask about the person's life, their daily routine, and their greatest safety challenges. Then explain your idea and ask questions at every step to understand if it resonates with the person you are interviewing. For more information, see the sample question guide at the end of this guide.

4) Conduct your interviews.

During the interview show your experience map or describe your idea step by step. Pay attention to your audience's expressions. Sometimes we can learn a lot from how engaged our listeners are. Do they frown at a particular point? Do they nod and agree when you explain the problems you describe?

5) Use what you've heard to improve your idea.

What elements of your idea might need more refinement based on your interviews? Are there assumptions you had initially made that no longer seem reasonable for your target community?

Consider the following:

- *What did people value the most about your idea?*
- *What got them excited?*
- *Did any answer surprise you?*
- *Were there suggestions for improvement?*
- *What needs further investigation?*

Spend some time thinking about what you saw and heard, then hit the Update Entry button on OpenIDEO and start making improvements! If you are conducting an interview for someone else's idea, share what you learn by commenting on their idea.

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WORKSHEET CREATING A USER JOURNEY

Describe your idea step by step to show what your idea would look like from the eyes of a potential user. We've included an example below and room to write out your own steps.

Example: #DarkBus Idea

- 1) Pushpa is riding the bus home from work. A man touches her inappropriately, but she can't identify him because the bus is dark and crowded.
- 2) Later that night, Pushpa hears a commercial on the radio with information about the #darkbus campaign. They provide a number that she can use to text, next time she sees a bus with no lights.
- 3) The next week, Pushpa rides a bus with no lights home from work. When she exits the bus, she memorizes the license plate number.
- 4) At home, Pushpa sends an SMS with the hashtag #darkbus and the license plate of the bus she just rode to the telephone number she remembered from the radio commercial.
- 5) Pushpa receives a confirmation SMS message telling her that she is the 8th person to report that bus this week. She also learns that this information will be anonymously forwarded to the city government.
- 6) The next week on her way home from work, she sees a traffic officer inspecting the lights on a stopped bus.
- 7) One month later, Pushpa rides home safely on the bus. The inside lights are on and she feels safer. She texts #lightbus to the free telephone. Having your idea laid out in a clear way is crucial to helping your interviewees understand it and provide concrete feedback. To share your idea we recommend you create either an Experience Map or use the form at the end of this guide to write out a detailed description of a user journey.

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SAMPLE QUESTION GUIDE

Interview Goal: Our goal for this interview is to find out whether the interviewee would take part in the #darkbus idea. We wanted to know specifically if girls would use SMS to report dark buses and if radio is a good medium to reach out to them.

Questions About the Person

- What is your name and age?
- Where do you live?
- What is your profession?
- Describe a typical weekday in your life.

High-Level Questions about My Idea

- Do you take the bus to and from work?
- How often do you listen to the radio?
- After you get off the bus, is there enough time to look at and memorize a licence plate?
- What do you use SMS for?

Deeper Questions about the Steps in My User Journey

- Do you think the police will actually make sure bus drivers turn on their lights?
- Do you know anyone who has experienced Pushpa's story?
- Who have you talked to after you get harassed in the bus?
- Do you have any other ideas on how to encourage bus drivers to turn on the lights?