

AMPLIFY

Test Your Prototype & Get Feedback

It's time to test either the User Experience Map or prototype that you've created. We've captured a few guidelines below for getting the most out of this activity and then provided you with a format for capturing feedback on the next page of this worksheet.

Select Locations to Test Your Prototype

Decide what context you want to test your prototype in. Will it be most helpful to first show a rough idea in an informal setting? Or will you learn the most from testing your prototype in the community where it will be used?

Define Feedback Activities

Based on what you are trying to learn, carefully plan your prototype feedback activities. Arrange for a conversation if you are interested in a first impression. Set up an activity or service as if they are real if you want to observe peoples' actual behaviors. Consider letting people use your prototype over a couple of days over the coming weeks if you are interested in its longer term impact.

Invite Honesty and Stay Neutral

Introduce your prototype as a work in progress and make sure to present it in a neutral tone. Don't be defensive—listen to all feedback.

Capture Feedback Learnings

Take notes of both the positive and negative comments from people as you test your prototype. The subtle impressions of a participant's reactions are often most important to remember. Use the prompts that we've provided for you on the next page of this worksheet to assist in capturing feedback.

Do Quick Debriefs with Your Team

Plan for some extra time after a prototype feedback session to share impressions with your team while they are still fresh in your mind. Discuss how to improve your prototype and capture ideas for a next iteration immediately. You can do this debrief virtually anywhere (on the sidewalk, in a car, or while riding on the bus).

Iterate Your Prototype (If There Is Time)

Based upon feedback you receive, incorporate valuable feedback into your concept. Make changes where people see barriers. Emphasize what was well received. Go through feedback cycles repeatedly and continue to improve your concept.

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The questions below have been categorized to help you organize your feedback. If you need more room please feel free to answer these questions in your own notebook. Be sure to debrief with your teammates after each prototype testing session.

The Good?

- What did people value the most?
- What got them excited?
- What convinced them about the idea?

The Bad?

- What failed?
- Were there suggestions for improvement?
- What needs further investigation?

The Unexpected?

- Did anything happen that you didn't expect?

What Next

- Based on what you learned, how will you change your idea?
- What will you test next?

The Good?

- What did people value the most?
- What got them excited?
- What convinced them about the idea?

Paraphrased and translated responses:

- Something innovative and exciting which is proven to work in other areas
- Hopeful that it will allow me to change my produce quality, quantity and future
- Amazed how this can give me insights to change my whole way of doing things
- It's good that it also includes Indigenous Technical Knowhow combined with scientific practices from researchers and lets me pick and choose
- Seeing this is really exciting that all this information is in the phone
- Simple video was easy to understand and taught me a lot about how to manage pests and weeds to get more results
- Great to be able to learn more about how to manage our crops ourselves
- The technology is exciting and will be good for the youngsters who have lost interest in agriculture
- Great to understand why we do practices and why they're important
- Never thought could see and understand the science behind what we do in the field, the animations really made it easy to understand
- Bringing together new with old is important and helps us to trust the answers
- Enjoyed the opportunity to learn which I missed at school
- On farm inputs production is so much needed and amazing that we can improve our soil fertility for lower cost

The Bad?

- What failed?
- Were there suggestions for improvement?
- What needs further investigation?
 - Need to be convinced by seeing demonstration plots to showcase the results
 - Not convinced that any extra spend on inputs would be worthwhile
 - We've seen many people making suggestions in the past but many times things fail
 - Farmer testimonial seen as a way to address these concerns together with field demonstrations
 - Ensuring only good practices are entered into the system and validated through cross checks is an important part of the current practices to address this
 - Tailored answers to each and every field also support
 - I'm happy to share any extra profit with you after you prove the technology helps me
 - This is a risk to our feedback loop to continuously learn which practices work best in different areas so very difficult to address, happy for any insights can be brought
 - Don't want to wait for answers after I've input data
 - This can be addressed by providing an initial in-phone model to be validated and updated in the phone later, allowing us to give a provisional answer and update within 24hrs after scientific review
 - This will then continuously improve as the farmer continues to use the App
 - Want to have more information on all crops and pests etc
 - This we will continue to work to deliver, the good news is a number of practices around things like soil health or pest management can be codified across multiple crops and pests
 - Don't trust all of the Indigenous Technical Knowhow (ITK)
 - Over time our feedback loop will help to show which ITKs work and which don't in different scenarios
 - Want more roles and ways to earn money
 - These will be there for different forms of extension work which can be supported by the App with in-App training
 - They require more work in every local market to build the service delivery and payments supply chains though
 - With slow long term improvements to the soil, how will I know they're happening, it's difficult to believe things I can't see immediately
 - Nobody uses complex multi-nutrient fertilisers in my region, why should I trust it if no one else does
 - These will need to be addressed by more information and explanations for farmers as to how these things work together with farmer testimonials on particular types of practices to improve performance and long term soil health
 - Other services have promised to help before but failed
 - We will have to show that our solutions are individual and offer farmers choices rather than simply telling them what to do
 - Again, farmer testimonials will support this together with local trials and NGO support

The Unexpected?

- Did anything happen that you didn't expect?
 - Without being asked a number of farmers offered to pay if it really works
 - Even received offers to share the farm or the output if production increases
 - We'll pay more than you ask but we have to see the results
- Happy to spend several hours in the field every day or every other day scouting if it can truly make a difference
- Farmers brought their friends to see what we were showing
- Farmers were motivated to take what we taught them on eco-agriculture solutions and innovate themselves
 - We need to leverage this energy with simple to incorporate research tools in future so farmers can experiment, monitor and share their results
 - Community groups also look very important for this

What Next

- Based on what you learned, how will you change your idea?
- What will you test next?
 - We've already looked at how to incorporate a number of the changes, especially around farmer testimonials and demonstration plots
 - We're also looking at how to provide integrated packs which incorporate seed, inputs, practices and insurance
 - We have a lot of work to do on capturing practices data across different geographies and also tailoring content to local languages
- With slow long term improvements to the soil, how will I know they're happening, it's difficult to believe things I can't see immediately
- Nobody uses complex multi-nutrient fertilisers in my region, why should I trust it if no one else does
 - These will need to be addressed by more information and explanations for farmers as to how these things work together with farmer testimonials on particular types of practices to improve performance and long term soil health
- How can we:
 - convince farmers to join with so many other Apps which may deliver less useful advice
 - ensure local language is accessible to farmers, simple words, localised terms
 - simplify some of our more complex screens yet still capture the required information for best advice
 - identify the best channel partners to scale the service in new regions
 - leverage development agencies & NGOs to support expansion
 - keep up with changes to technology such as sensors and the IOT
 - encourage more farmer led research, monetise for them and share