FEEDBACK MATRIX

A Feedback Matrix is a simple tool that allows you to get feedback on the performance of your solution from potential users or experts. The matrix measures attitudes and opinions about how the users may feel or think about your solution or offering.

OBJECTIVE

Asking key stakeholders for feedback on your ideas is a critical piece of the design process.
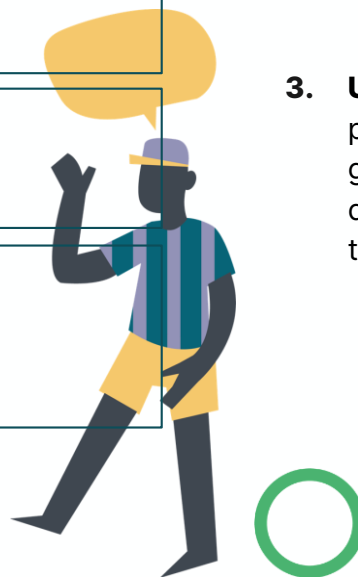
WASH-HCD CONNECTION

Using a feedback matrix allows WASH professionals to get a quick sense for how stakeholders feel about an early idea or ongoing program intervention, and what needs to change to make it better.

TIMING

30 minutes - 2 hours

MATERIALS

- FEEDBACK MATRIX TEMPLATE
- PENS OR PENCILS

STEPS

1. **Present the prototype for feedback.**
   a. Share the prototype with potential stakeholders and request participants to share any initial thoughts. This could be done in groups or one-on-one.
   b. Remember prototypes can be physical, digital or even conceptual.
   c. Allow the participant(s) to interact with the prototype as appropriate.
   d. Ask "why" and "how do you feel about this?" and encourage stories.

2. **Ask follow-up probing questions**
   a. Avoid asking "Do you like this?" or "Would you use this?" People want to validate other people, so they will say yes.
   b. Keep everything open: yes/no answers tell you nothing.
   c. Don't show attachment to your idea, because then people will not give you a real opinion.

3. **Use a feedback matrix to guide your discussion**. While presenting your prototype or idea, a convenient way to gather feedback from your audience is to use the downloadable feedback matrix template. Ask your audience the following:
   a. What is working?
   b. What is not working?
   c. Ideas for improvement
   d. Questions?

FEEDBACK MATRIX

WHAT IS WORKING?	WHAT IS NOT WORKING?
WHAT CAN BE CHANGED?	THINGS TO EXPLORE