



This grid is a key tool in Design Thinking and Lean Startup methodologies, providing a fast, organized way to synthesize user observations for iteration.

DIY: FEED BACK CAPTURED GRID

Project/Problem Area:

Date and Time:



DT-FBCG-33

THE FOUR FEEDBACK QUADRANTS

I LIKE.....

Used to capture what the participant liked, enjoyed, or found effective about the idea or prototype.

I WISH.....

Used to capture what the participant wished was different, better, or what they found frustrating or difficult. These often lead to feature improvements.

QUESTIONS.....

Used to record any questions the participant had during the test, indicating areas that are unclear, confusing, or not fully explained in the design.

IDEAS.....

Used to jot down new ideas or solutions that were inspired by the participant's interaction, either from the participant directly or observed by the facilitator.