

TOOL DESCRIPTION

Feedback Grid



The Feedback Grid is a tool commonly used in the design thinking process to gather structured feedback on ideas or prototypes from stakeholders. It typically consists of a grid divided into quadrants labeled “positive”, “negative”, “suggestions”, and “questions”.




The 4 questions allow for a balanced and comprehensive evaluation, highlighting both strengths and areas for improvement. The Feedback Grid helps teams iterate and refine their concepts iteratively based on the input received, ultimately leading to more user-centered and effective solutions.

What makes the tool special?

Teams tend to either structure feedback sessions insufficiently or in far too much detail. If you only ask “What do you think about our idea/concept?”, the person giving the feedback will be unsure how honest they can be. In most cases, the feedback gathered with this single question tends to be not fully honest and leaves out many aspects. An overly structured feedback session, however, suppresses the emotion that you would like to capture. Asking too many questions requires short answers instead of facilitating a great conversation. Therefore, the Feedback Grid offers us the perfect degree of structure.

Duration 20 min – 2 h	Participants project team collects feedback from various stakeholders	Facilitation feedback grid printed out
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Feedback Grid | Process

Pitch your idea/concept/innovation approx. 2–10 min 	Ask for feedback approx. 10–15 min 	Evaluate feedback approx. 15–30 min 
<p>1–2 representatives of the project team present the idea to the person giving feedback.</p> <p>Tips for the presentation:</p> <ul style="list-style-type: none">• Keep it as short and simple as possible (not longer than 10 minutes).• Remain as objective as possible; try not to sell the idea but present it neutrally without too much enthusiasm.	<p>Explain to the person giving feedback that you will use 4 questions to gather the feedback:</p> <ol style="list-style-type: none">1. Ask the person what they like about the idea/concept.2. Ask what they didn't like.3. Ask which questions are still open or just came to mind.4. Ask for additional ideas the person giving feedback might have. <p>Make sure you give enough time to answer to each question. Provide support by asking for additional thoughts. Ask WHY as often as possible to uncover hidden needs and expectations. End each discussion by saying thank you and ask the person if you could contact them again in case you forgot important points.</p>	<p>Reflect on each feedback session immediately after the discussion:</p> <ul style="list-style-type: none">• What was the overall impression you got?• Where did you feel strong emotions?• Where do you see contradictions between certain statements?• What are the most important takeaway points? <p>Consider interviewing the same person again if you discover contradictions or if you forgot to ask certain questions that would have revealed hidden needs or expectations during the discussion.</p>

Feedback Grid | **Template**

What did the person like most?

What could be improved?

Which questions remain open?

New ideas for the concept...