Defined Academy

STRATEGY GUIDE
I Like, I Wish, What if

PURPOSE

This protocol is a collaborative feedback process. It can be used during a project to help students fine tune their products and determine next steps.

STEPS

1. Determine which team/partner will share first. (1 min)
2. **Share** The first presenter shares their product and explains any relevant context, including the stakeholders for the product. The audience should try to use the viewpoint of the stakeholders for the rest of the protocol. (2 min)
3. **Clarify** The audience asks clarifying questions to understand the context and product. These are questions such as, *"How much will this product cost?" or "What tools will be needed for repairs?"* (2 min)
4. **I Like** The audience shares strengths of the product. *"I like that this can be reused, which will keep the cost down." "I like that the design is adaptable so that a right or left handed person can easily use it."* (2 min)
5. **I Wish** The audience shares areas for growth in the product, framing each as a wish. *"I wish that the video had better sound quality." "I wish that the presentation included images of people who look more like me."* (2 min)
6. **What if** The audience shares fresh suggestions for the product. *"What if each product sold also came with a service plan?" "What if instead of a presentation you create a social media campaign?"* (2 min)
7. **Reflect** The presenter reflects on the feedback and shares their next steps. (2 min)
8. Repeat as many times as necessary for each person/team to present.
9. OPTIONAL Facilitate a debrief with some of the following questions:
    - What was the value in getting feedback at this stage of your design process?
    - What types of feedback were most helpful?
    - How might we structure this differently the next time we give and receive feedback?

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