TESTING PROTOCOL

5A

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The testing protocol is a document intended to highlight the various stages of your proof-of-concept strategy among visitors so as to gather information that will be important for improving it. Its aim is to prepare data collection activities properly in order to extract as much relevant information as possible about how your target user will use your prototype. It will also enable you to validate certain hypotheses in respect to the effectiveness of the chosen mediation approach.

The testing protocol is therefore meant to formalize any questions that could be asked about the effectiveness of certain innovative mediation devices or approaches. It includes two key parameters: (1) selecting the right data collection tools, and (2) clearly delineating its sample and testing context.

- You can group your testing questions together according to the three levels of the experience examined during the previous step in Tool 4A – Creating an experience map, namely: (1) Action, (2) Interactions, and (3) Subjective experience.

- Choose your data collection tools according to your testing activities. You will then be introduced to qualitative research methods that you could apply to your project.

- Be sure to clearly define the parameters for each of your testing activities. Given the importance of engaging actual audiences in the approach, always aim to have a realistic number of participants for your testing sessions.

Name of the concept tested

ACTIVITY 1	ACTIVITY 2	ACTIVITY 3
Type of activity	Type of activity	Type of activity
Date	Date	Date
Place	Place	Place
Number of participants	Number of participants	Number of participants
Duration	Duration	Duration
People in charge	People in charge	People in charge
Objectives	Objectives	Objectives