



## “I LIKE, I WISH, WHAT IF” FEEDBACK (DDN2-J16)

### WHEN TO USE

At the ideation and conceptualization stage of the design process.

After testing a prototype with stakeholders in the prototyping, testing and iterating stages of the design process.



### PAIRS WELL WITH

- Stakeholder Mapping: Identifying and Engaging with Interested Parties (DDN2-J07)

### PURPOSE

This job aid presents a template for conducting an “I like, I wish, what if” activity to solicit feedback and ideas from stakeholders that a design team can prototype or improve on when developing new products or services.

### DESIRED OUTCOME

The desired outcome is to identify and prioritize the most promising ideas while fostering constructive feedback, ensuring that resources are allocated to concepts with the highest potential.

## HOW TO USE

1. Choose stakeholders who have medium to high influence on or interest in the success of the idea, concept or prototype to give feedback  
If you are looking for preliminary feedback, you may want to solicit it internally and avoid executive-level people, who may derail the feedback session.
2. Ask stakeholders to provide feedback using the following categories:
  - **I like:** Convey the aspects that you liked about the idea or concept. Frame the feedback in the form of “I like” statements. This means you will provide positive feedback about the concept.
  - **I wish:** Share your thoughts on how the idea or concept could be changed or improved to address some concerns or issues. Frame the feedback in the form of “I wish” statements. Provide constructive feedback: avoid pointing fingers or assigning blame.
  - **What if:** Express new suggestions that might not have a direct link to the idea or concept. Frame the feedback starting with “What if.” This opens possibilities for new ideas or concepts that the team can explore in future iterations of the proposed solutions.Iterate your ideas, concepts, and prototypes based on the feedback you receive.

### I LIKE, I WISH, WHAT IF

I like...

I wish...

What if?

