

20-Second Test

This method helps compare a variety of visuals with the goal of getting a gut check from the group about what style and mood resonates.

SUPPLIES



Assets to evaluate
(could be printed or
projected onto a screen)



20-Second Test
worksheet



Writing utensils



Timer

WHEN

When you're exploring initial design direction and trying to understand the preferences of the group. Assets to review might include websites, logos, photos.

WHO

Any key stakeholder who has decision-making power in the project. This is a good chance to involve a CEO or executive who wants to weigh in initially, but won't be present throughout. All brand, marketing, or design teams.

COMMON ISSUES

- People feeling rushed, which can lead to not remembering or not being able to clarify why they responded to a design. How to address: instruct people to write down names of the brands being reviewed or provide a list, go back to various assets to let people see.
- Keeping the time: designate a timekeeper who is not the lead facilitator.
- Navigating design differences: people may gravitate toward different moods, use questions to get to why, seek common ground.

HOW TO DOCUMENT

Collect worksheets, and designate an archivist to take notes and record audio of the session. Important details to gather include: favorite and least favorite moods/styles and key themes (examples: modern, light, white space) that participants find appealing.

HOW

1. Queue up your assets so that you can show them one at a time.
2. Make sure all participants have a worksheet and a pen.
3. Provide instructions so that people know what to expect: We will review 10 assets, one at time, allowing 10 seconds for each. In the first round, simply rate the design from 1 to 5, with 1 meaning you find the design to be very poor, and 5 meaning you find the design to be great. In the second round, we'll go back through each design for another 10 seconds, and this time write down a few words to describe how the design makes you feel or what you notice.
4. Once both rounds are complete, cycle through the assets one third time, asking participants to share their rating and words for the purpose of facilitating conversation and creating shared understanding.
5. Review what you heard after all rounds are complete, highlighting key themes.
6. Collect worksheets.