

5-SECOND TEST

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / INTENDED MESSAGE

What should register, and why does it matter?

02 / VISUAL VERSION

Screen, crop, copy and device size.

03 / AUDIENCE

Relevant people and neutral context.

04 / EXPOSURE

Timing, loading check and viewing conditions.

05 / QUESTIONS

Neutral recall prompts written before the test.

06 / RECALL

Accurate, partial and incorrect interpretations.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / INFERENCE

What promise did the visual imply?

02 / ACCURACY

Can the service actually deliver that promise?

03 / HIERARCHY

Which change improves truthful uptake?

04 / READING CONTEXT

Who needs more time or a different format?

05 / FULLER TEST

Comprehension or task evidence still needed.

06 / NEXT ACTION

Version change, owner and review condition.