

CONCEPT TESTING

DESIGN ICEBERG COMPANION / Record evidence and assumptions separately. Name the decision and date your version.

DECISION, ASSUMPTION & SCENARIO

What could change the direction? Which recent experience is relevant?

CONCEPT A

Offer, benefit and important commitments:

CONCEPT B

Offer, benefit and important commitments:

NEUTRAL QUESTIONS

Understanding first; then relevance, tradeoffs and alternatives.

COMPARISON CONDITIONS

Material fidelity, order, disclosure and participant context.

Original Design Iceberg working sheet. Use alongside the guide; adapt to the question and setting.

BELOW THE SURFACE

Review the interpretation before acting. Preserve the evidence, uncertainty and reasoning behind the next decision.

UNDERSTANDING

What did the participant think the offer did?

RELEVANT SITUATION

Which recent experience makes the response meaningful?

CONDITION OF ACCEPTANCE

Which obligation or constraint changes the choice?

ALTERNATIVE OR NEITHER

What remains preferable, and why?

REVISION

Wording, concept or delivery arrangement?

NEXT EVIDENCE

What cannot a stated reaction establish?