

Post-Test Debrief Template

Use this template immediately following a product test to align your team, document insights, and drive actionable next steps.

1. Test Overview

Test Date:

Team Members Present:

Moderator(s):

Test Type / Methodology:

Product / Feature Tested:

2. Objectives Recap

What were the goals of this test? What were you hoping to learn or validate?

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3. Key Observations

What stood out during the session? Highlight any notable user behaviors, product interactions, or technical issues.

- Insight:
- Timestamp:

- Insight:
- Timestamp:

- Insight:
- Timestamp:

- Insight:
- Timestamp:

4. Participant Reactions

What nonverbal cues or emotional responses were observed (e.g., confusion, excitement, hesitation)?

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5. Unexpected Outcomes

Were there any surprises, technical hiccups, or unanticipated user behavior?

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6. Team Reflections

Gather insights from each team member involved in the session.

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7. Next Steps

Document agreed-upon actions, further testing needs, or design decisions.

Action Item	Owner	Due Date

6. Shared Notes

Add links to shared documents or paste notes as desired.

- Facilitator Notes:
- Designer Notes:
- Product Lead Notes:

✓ Reminder

Whenever possible, **review A/V recordings before or during the debrief** to catch moments that may have been missed live and give the entire team a shared reference point.