

What. Why



Reflect on and record an experience of a service

Tool Guide:

The What.Why tool was designed to get a quick feedback about your service, and then expand on this with some more reflective comments.

The idea was that it would quickly and visually represent feedback on a thumb up or thumb down scale and also asks for further reflection about why a user rates a service the way that they do. A user can either write, draw, or use stickers to provide more information about their experiences.

What.Why is an editable sheet that can be opened and customised in PowerPoint. Download the tool and write the users name on the top. Then ask the user to draw on the top scale how they would rate their experience of a service using the thumb up or thumb down scale. Next, the service provider can ask a user to either write or draw something more detailed and reflective about why they rated the service the way they did Or the provider can just use the tool as the basis for conversation and take notes.

What. Why is an interactive evaluation tool co-designed by the Glasgow School of Art and health and care professionals who work with adults with learning difficulties across the Highlands of Scotland.

