Rapid Experimentation

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| **TOPIC** | **TIME [ 90 MIN]** | **FACILITATOR’ S NOTES** |
| **Identify the ideas to test** | **Prepare** | The main goal of this phase is to plan out what and how you will test in order to learn what works and doesn’t about your concepts/ideas.  Work with your team or stakeholders to identify ideas you want to learn about. At this point, the ideas should be articulated as concepts - where you have a sense for who it’s for, what you’re trying to accomplish, how that might be accomplished, what’s involved, etc. |
| **Align on what we need to learn** | **15** | Pull up the Rapid Experimentation template, either virtually through shared access, print-outs if in person, or you could even draw the categories on a whiteboard.  Explain what you and your team will be doing together and why. Explain that the upfront investment in setting up an experiment takes a bit of time, but it will save time and reduce risk in the long run.  As a team, quickly review the ideas/concepts that you need to plan rapid experiments around. Check for understanding and clarity around each concept. Focus on assumption you might have about each concept, as this is a perfect time to design quick experiments that test those assumptions.  Brainstorm what key questions they need to learn about each concept, begin with a few minutes silently at first (a “silent storm”) and after 3-4 minutes brainstorm out loud. Identify the top three questions that are most critical to the success of each concept—discuss why these are so important.  Facilitation Tip: Consider breaking your team into pairs (ideally), and having each pair take on a concept. If you have a larger group (10+)  and there are more participants than concepts, consider ways to assign pairs to specific elements of more complex concepts, or have some group work on the same concept and compare and contrast what they came up with and evolve it. |
| **Determine your success metrics** | **25** | Using your template, discuss what metrics will help gauge success. What indicators would signal that you have been successful in your test? For example, what user sentiment, behaviors or attitudes are you looking for? Then, determine how to measure the size or extent of these behaviors or attitudes. |

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| **Plan your tests and prototypes** | **35** | Show some examples of testing and prototyping approaches. Walk your team through common ways to test and prototype.  Plan your tests for your top three questions. Here, the team will need to determine their testing approach and what kinds of prototypes are needed to support that approach.  Typical approaches include:   * Small, live tests: A “minimal viable experience” of some kind that can be very easily run * Role play/video enactments: Commonly used to test out an interaction or process * Storyboards: Commonly used to convey a service, experience or a process * Paper prototypes: Commonly used to gauge interest in offerings, or as a low- fidelity way to bring a digital experience to life * Click-throughs: Used to mock up a digital experience and an interaction (with simulated functionality, not real functionality)   Facilitation Tips:   * Encourage your team to approach this with a minimalist mindset * Let your team know it is better to plan multiple, leaner experiments to address multiple questions than trying to plan an experiment to address all the questions at the same time * Also, remind them that the purpose of prototypes is to convey a concept and to learn about your key questions. Be precious about the learning, not the prototype. * As a guideline, plan for tests and prototypes that can be executed in a timeframe of days to <2 weeks * Let them know that this is not the time to build out the prototype, just to plan out what will need to be built |
| **Check your assumptions** | **10** | Here, have your team double-check their assumptions as it relates to their tests. What would need to be true for their tests to work?  As a team, identify if any of the assumptions present barriers to accomplishing the test. Brainstorm ways to address those barriers. |

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| **TOPIC** | **TIME** | **FACILITATOR’ S NOTES** |
| **Determine next steps** | **20** | Each small team shares out their test plan to the full team. In between each shareout, have the larger group provide constructive feedback to their plan. Consider using a structured format for feedback, such as Think, Pair, Share.  Establish next steps. Agree on a reasonable window of time for coordinating the execution of these tests. Discuss how the team will reconvene to share learnings from these tests.  Facilitation Tips: If there are a lot of groups to go through, consider having everyone take a minute to type their feedback in chat or using Think, Pair, Share (also in Club Pando as a tool) to provide a process to follow. You can then have the presenting team follow- up offline if they have questions about the feedback. |
| **Run your tests** | **Post-session** | Build your prototypes and mock-ups as needed. Put your experiments out in the world. Capture your learnings and metrics in your template. |
| **Assess and repeat** | **Post-session** | When your cycle of experiments have concluded, reconvene as a team. Conduct a retrospective, review what you learned as a team. Based on these learnings, discuss next steps (i.e., adopt, adapt, or abandon). Repeat and iterate the testing cycle above - until you’ve reached the desired level of understanding about whether your idea is desirable, feasible and viable. |