



Rapid Experimentation

TOPIC	TIME [105 MIN]	FACILITATOR'S NOTES
Identify the ideas to test	Prepare	Work with your team and/or users 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	<p>Pull up the Rapid Experimentation template. Give everyone shared access so the entire team can contribute directly to the document. 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.</p> <p>As a team, quickly review the ideas/concepts to plan rapid experiments around. Check for understanding and clarity around each concept.</p> <p>Silently, have the team brainstorm what key questions they need to learn about each concept. Identify the top three questions that are most critical to the success of each concept—discuss why these are so important.</p> <p>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.</p>
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.
Plan your tests and prototypes	35	<p>Show some examples of testing and prototyping approaches. Walk your team through common ways to test and prototype.</p> <p>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.</p>



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<p>Plan your tests and prototypes (cont.)</p>	<p>35 (cont.)</p>	<p>Typical approaches include:</p> <ul style="list-style-type: none"> • 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 <p>Click-throughs: Used to mock up a digital experience and an interaction (with simulated functionality, not real functionality)</p> <p>Facilitation Tips:</p> <ul style="list-style-type: none"> • 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
<p>Check your assumptions</p>	<p>10</p>	<p>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?</p> <p>As a team, identify if any of the assumptions present barriers to accomplishing the test. Brainstorm ways to address those barriers.</p>



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Determine next steps	20	<p>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.</p> <p>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.</p> <p>Facilitation Tips: If there are a lot of groups to go through, consider having everyone take a minute to type their feedback in chat instead of discussing it live. You can then have the presenting team follow-up offline if they have questions about the feedback.</p>
Run your tests	Post-session	<p>Build your prototypes and mock-ups as needed. Put your experiments out in the world. Capture your learnings and metrics in your template.</p>
Assess and repeat	Post-session	<p>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.</p>