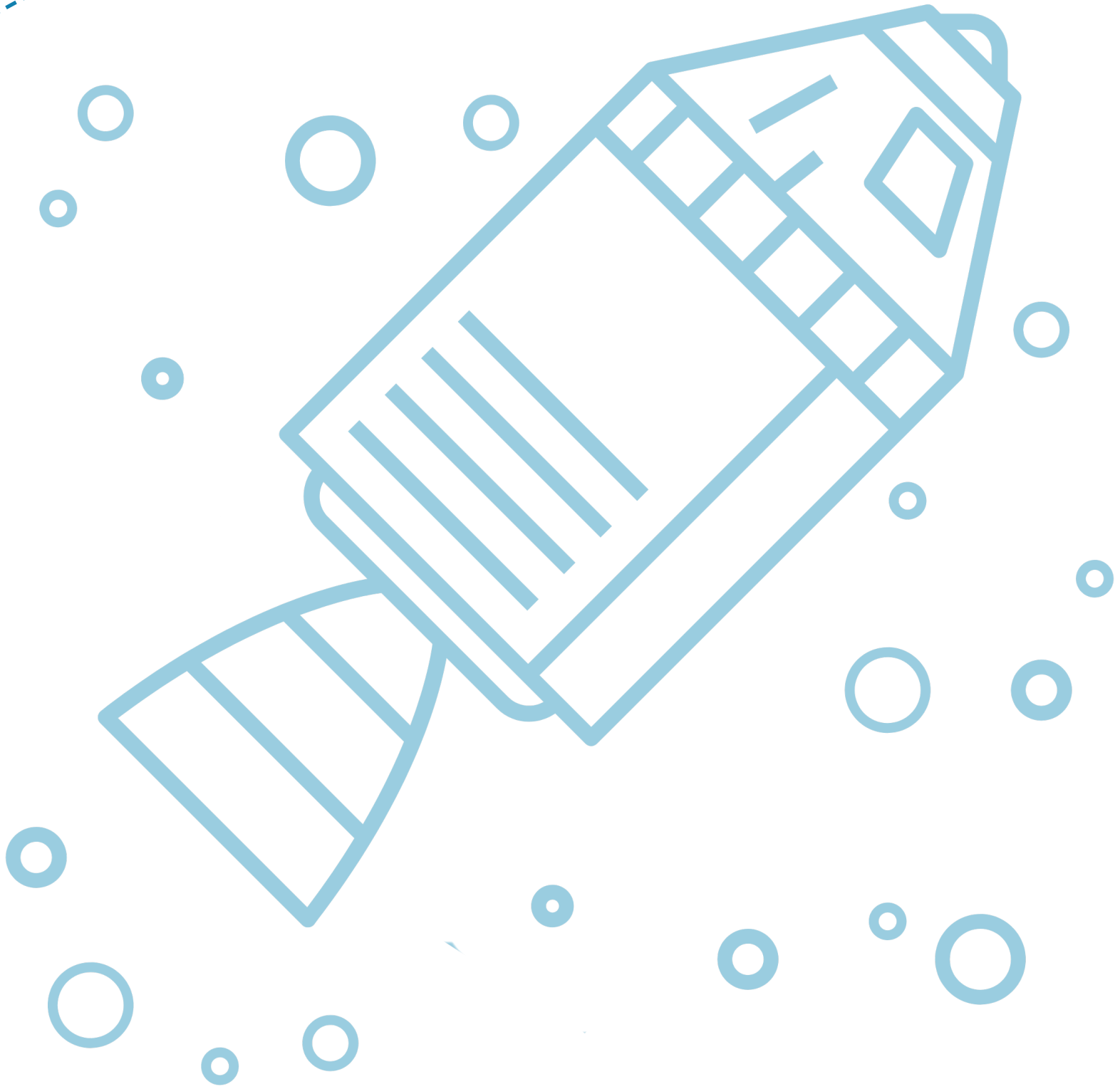


# EXPERIMENT EXPEDITION

A flight plan for design exploration

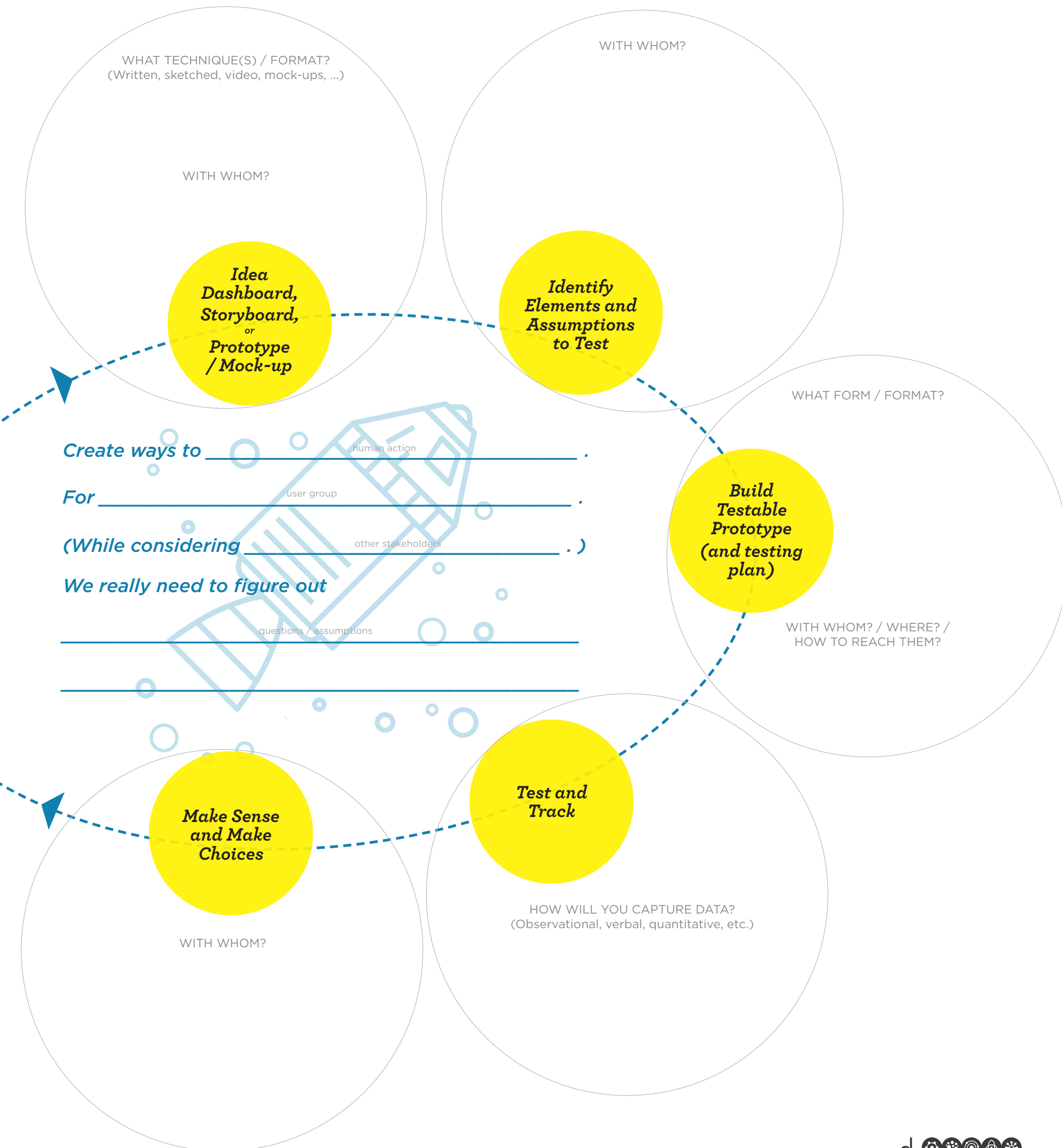


# EXPERIMENT EXPEDITION PLAN

An experiment expedition allows you to test and refine solution(s)/intervention(s) and question underlying assumptions. There are typically many stages of prototyping before determining your ultimate intervention. Mark your current understanding of your stage of testing for this expedition (What are you testing?)



Below is a generic sequence of methods for the work. Outline each specific steps for your expedition.



# IDEA DASHBOARD

FLESH OUT YOUR CONCEPT

## WHAT...

*What's the intervention/solution?*



## WHO/HOW...

*Who will implement it?  
How can it be created in the system?*



## WHY...

*What change does it creates for people?*



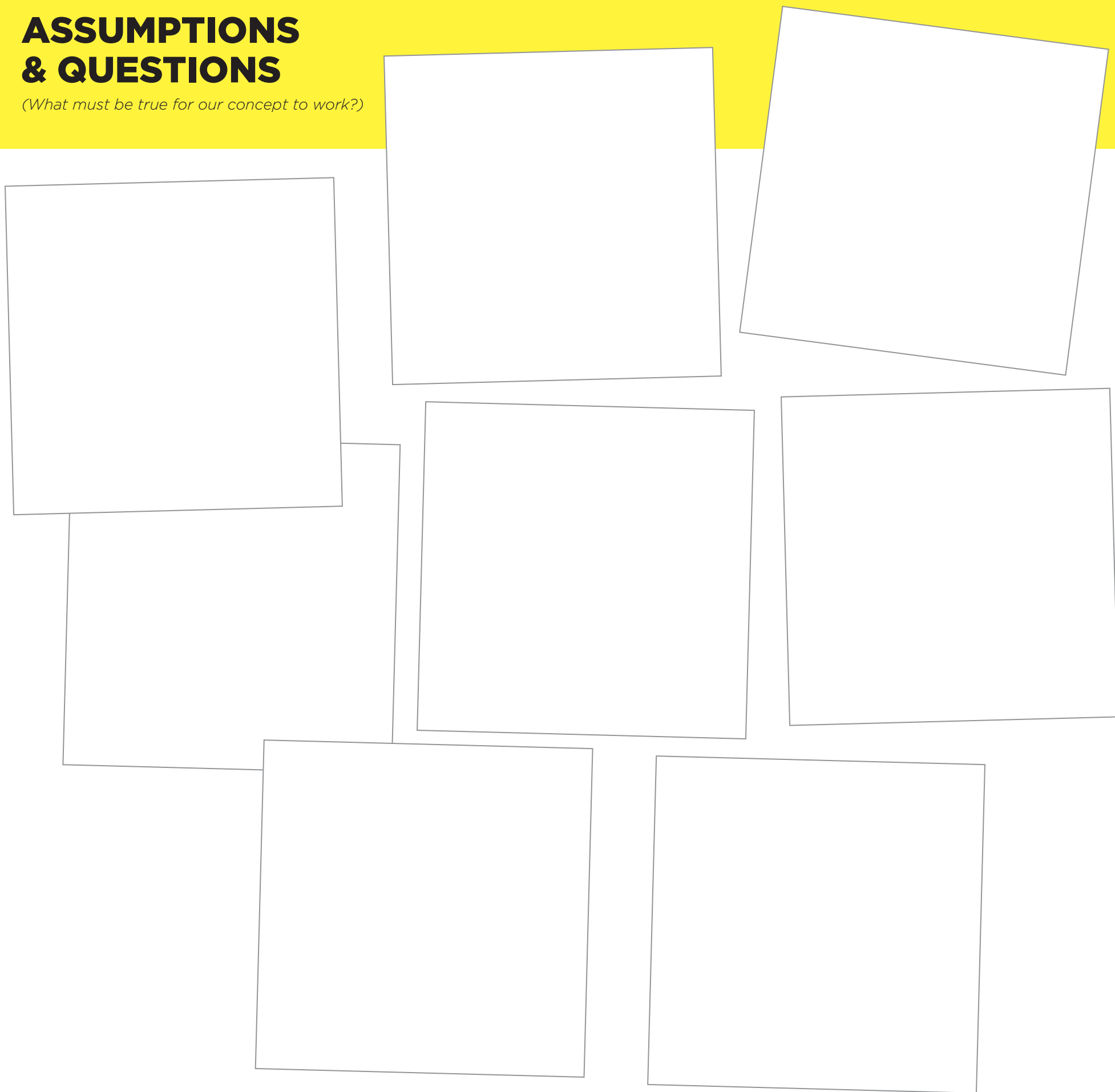
## DRAW IT

# QUESTIONS AND ASSUMPTIONS TO TEST

LIST AND PRIORITIZE WHAT TO LEARN ABOUT FROM PROTOTYPING

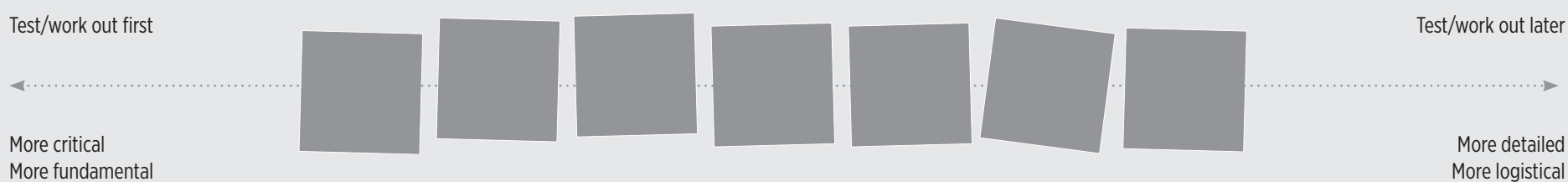
## ASSUMPTIONS & QUESTIONS

*(What must be true for our concept to work?)*



## PRIORITIZE AND SELECT

*First, order the questions to test, as shown below.*



*Then select 1-3 to test now (balance criticalness with ease/ability to test).  
Make sure your testing answers "Would it matter if we created it?" before investing too much effort in "Can it be created?"*

# PROTOTYPING DASHBOARD

PLAN YOUR PROTOTYPE TESTING

## PROTOTYPE CONCEPT

*What will people (testers, stakeholders) do/experience?  
And how will "observing" this help you learn?  
(The prototype can be very different than your solution.)*

## SCENE

*Where (or in what situation) will you test?  
This can be found or created.*

## PROPS

*What are the physical/digital things?  
(To make or fake.)*

## ROLES

*Who is "creating" the prototype/experience?  
Who is "receiving the prototype/experience?"*

# TEST TRACKING DASHBOARD

STATE WHAT TO WATCH FOR IN ADVANCE OF TESTING

\* This tool may be more appropriate for later stage prototypes (testing for usability, behavior change, and outcomes)

## METRICS

For each specific assumption you have, state what testing data/response might confirm or disconfirm that assumption. (At the same time, stay open to unexpected learnings.)

Question /  
assumption:

---

METRIC(S) TO TRACK

HOW WILL YOU MEASURE IT?  
IS THERE A BASELINE?

Question /  
assumption:

---

METRIC(S) TO TRACK

HOW WILL YOU MEASURE IT?  
IS THERE A BASELINE?

Question /  
assumption:

---

METRIC(S) TO TRACK

HOW WILL YOU MEASURE IT?  
IS THERE A BASELINE?

# MAKE SENSE AND MAKE CHOICES

WHAT ARE YOUR TAKEAWAYS FROM TESTING FEEDBACK

## FEEDBACK GRID

Capture feedback you gathered using this simple structure.  
After populating, group in each quadrant, cull 4-8 major takeaways, and determine next steps.



### AMPLIFY

Elements/impact to make more pronounced.



### ADDRESS

Elements not working.  
Unmet needs you now see.



### EXPLORE

Unexpected or unclear response to investigate.



### CONSIDER

New ideas that came up or strike you now.

# EXPERIMENT EXPEDITION RESULTS

WHAT DID YOU LEARN? HOW DOES THAT INFLUENCE THE PROJECT?

*Use the below to summarize takeaways from this expedition.*

## WHAT YOU DID

What prototype(s)? How tested? With whom?

## TOP FINDINGS

Important observations and new insights.

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- 
- 

## NEXT STEPS

Implement, test further, generate more ideas, new ethnography?

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