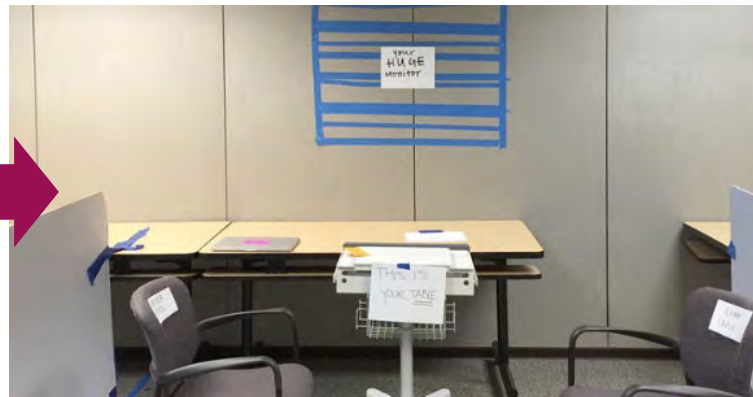


# Booster Session - Rapid Experimentation

Get ideas off of paper...and getting them into the real-world (quickly).



Why this is important

**Idea Holders**

Faulty Assumptions  
Confirmation Bias

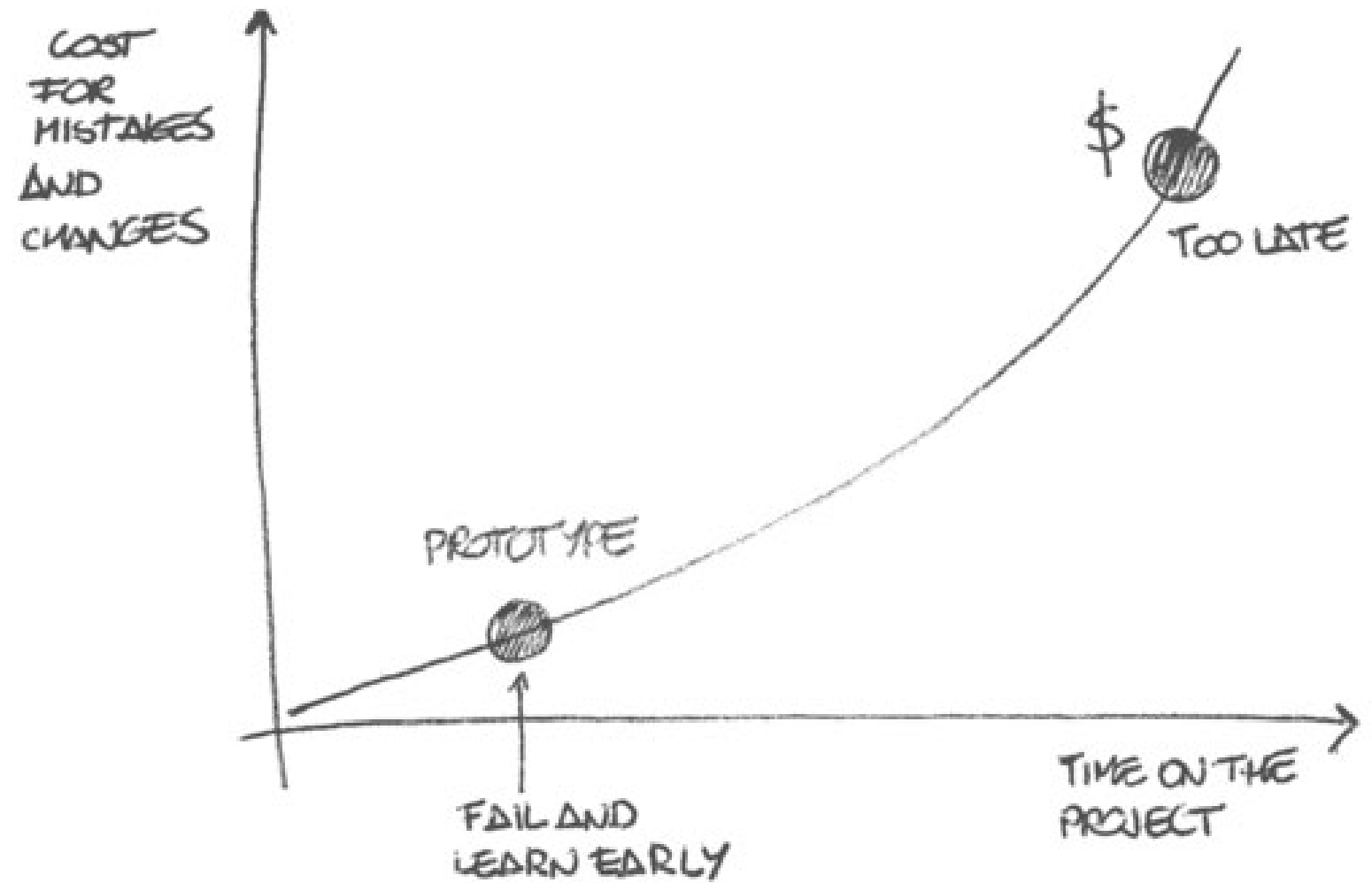
**Logic /-/ Behavior**

Latent Needs

**Real World**

Unexpected dynamics  
Unexpected benefits

Time is money.



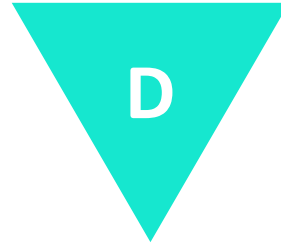
# Rapid experimentation = PDSAs with a twist



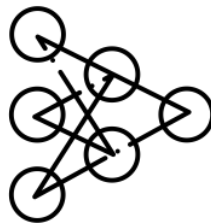
## Planning a Test



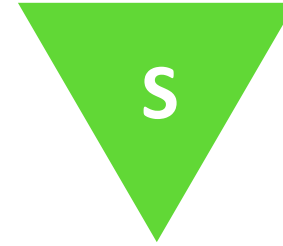
Hypothesis-Driven  
Most critical assumptions



## Running a Test



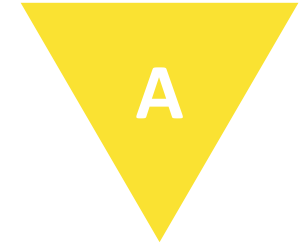
Leanest Way to Learn  
Support w/ Prototypes if necessary



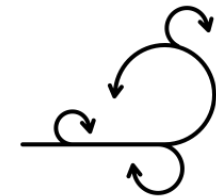
## What Did We Learn



Signals and Metrics



## Repeat



Doing this iteratively  
Desirability, Then Feasibility,  
Then Usability

**Inspiration**

# The Art of a Minimally Viable Test

## Live Tests



## Fake Tests



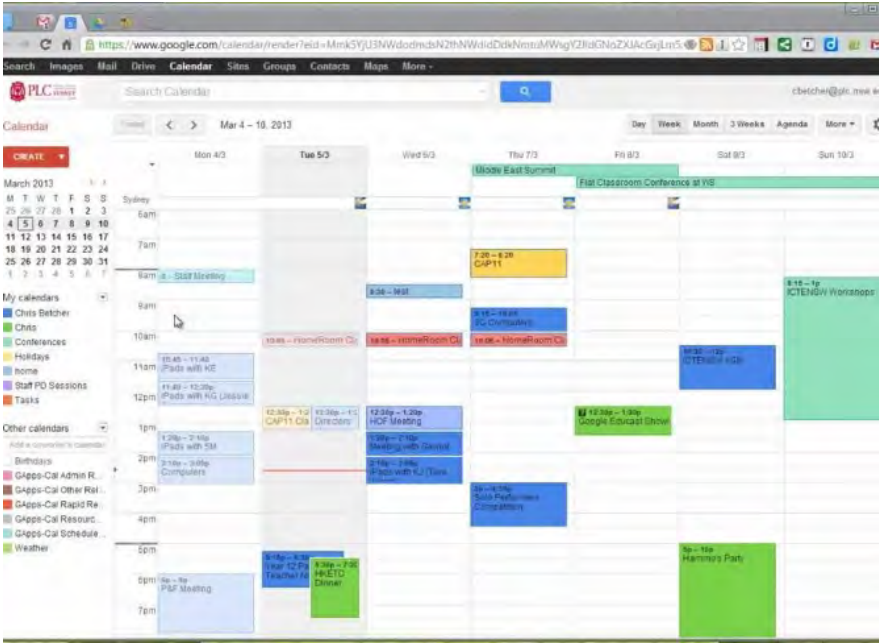
## Show It





# The Art of a Minimally Viable Test: Live Tests

Would people pay to share a car in dense urban areas for simple errands, a few hours at a time?



# What this can look like in our world: Live Tests



What's worth doing?



Do people want tablets while waiting?



Upsides of sharing offices?



# The Art of a Minimally Viable Test: Fake Tests

Will people give me their credit cards online to buy shoes?



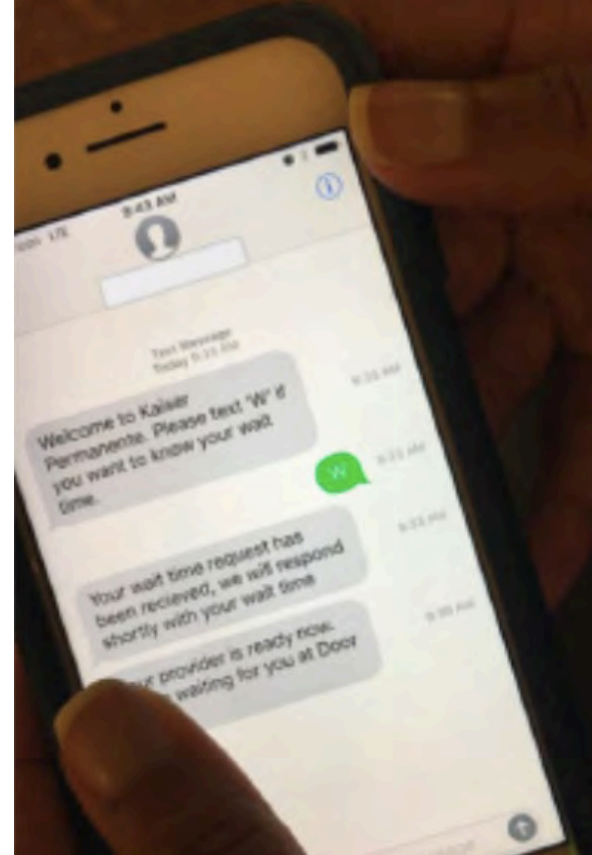
# What this can look like in our world: Fake Tests



Wizard of Oz



Would people want their wait times?



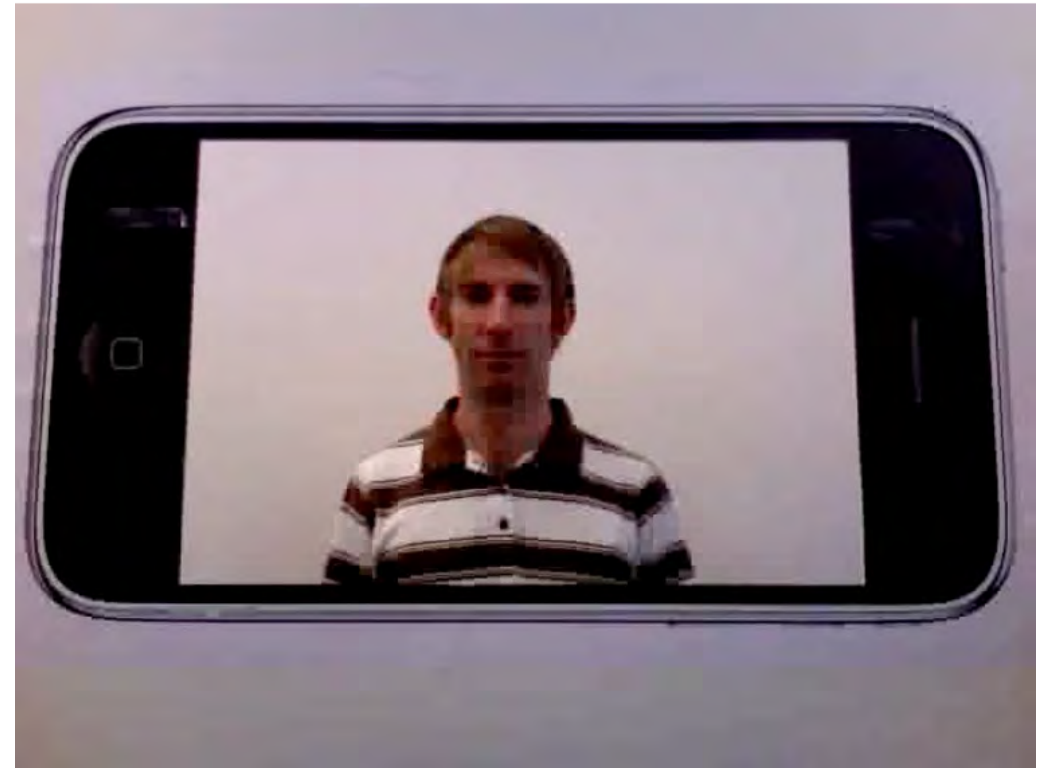
Yes, but not in the way we thought...



And not for the reasons we thought...

# The Art of a Minimally Viable Test: Show It

How would kids want to interact with beloved Sesame Street characters on an iphone?

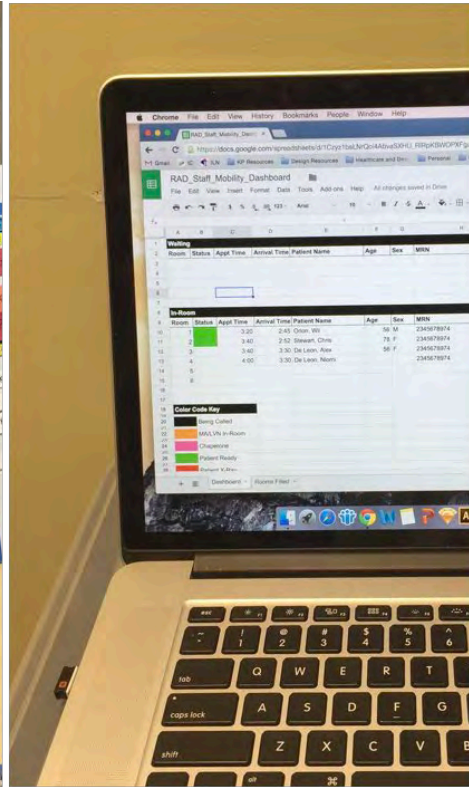




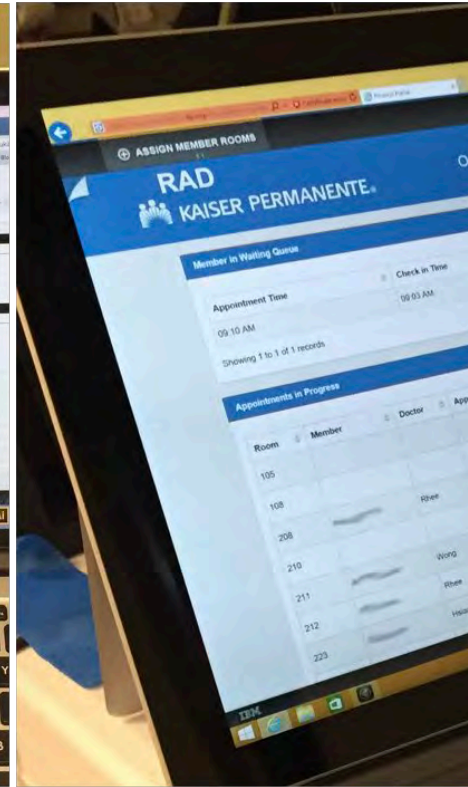
# What this can look like in our world: Show It



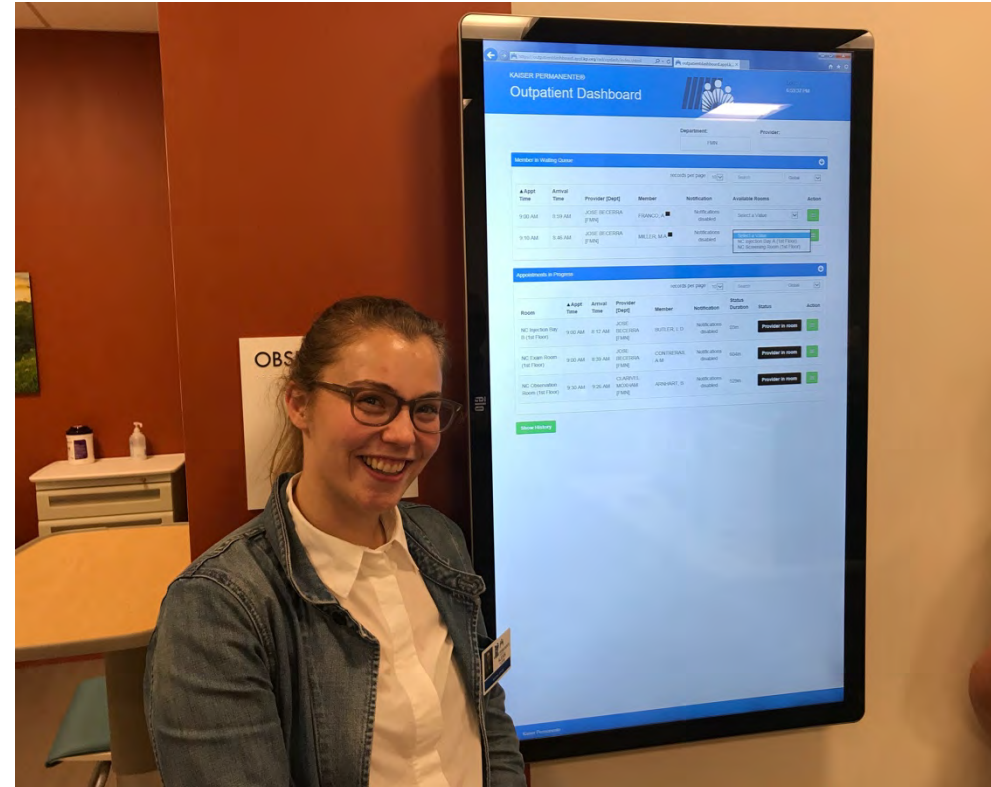
Here's what we really need



Here's how it needs to work



Here's how we need it to show up



## Rapid Experimentation | **How-To**



# FRAMEWORK FOR RAPID EXPERIMENTATION

DESIRABILITY, THEN FEASIBILITY, THEN USABILITY



## DESIRABILITY

Do people want this?



## FEASIBILITY

How would it work?



## USABILITY

How do we make it simple?

# Rapid Experimentation Cycle

1 cycle = days/weeks, not months



1

## Plan Your Test

Most important things to learn

Determine Signals of Success

Plan your test

Check your assumptions

## Rapid Experimentation Template

Concept Name: <Concept name and brief description goes here>

### Before Experimenting - Your Learning Plan

Top 3 learning questions this experiment is testing	Signals of Success (qualitative and/or quantitative) <i>Ex. Number of people who show up, qualitative feedback in exit interview</i>	Test / Prototype Method <i>Ex. Live tests, role play, storyboard, paper prototypes</i>	Assumptions <i>What needs to be true for your test to work?</i>

### After Experimenting - Your Results

What We Learned What answers did we find to our learning questions? Did we see the results we wanted in our key metrics? Did we find out anything about our assumptions?	Iterations Based on our learnings, what do we need to change? What are we taking forward from this experiment? What do we need to learn next?

# Rapid Experimentation

Concept Name: Leverage at-home caregivers as possible assistants for virtual care

## Before Experimenting - Your Learning Plan

Top 3 learning questions this experiment is testing	Signals of Success (qualitative and/or quantitative) <i>Ex. Number of people who show up, qualitative feedback in exit interview</i>	Test / Prototype Method <i>Ex. Live tests, role play, storyboard, paper prototypes</i>	Assumptions <i>What needs to be true for your test to work?</i>
What are at-home caregivers willing to do?	% or number of at-home caregivers willing to help with virtual set-up, reminders, or other specific tasks around assisting with virtual caregiving.  Immediacy of receptivity to assist.	Send at-home caregivers with offers for assisting with key facets surrounding virtual care (i.e., setting up and testing technology for virtual appointments, assisting with remote patient monitoring, assisting with reminders, assisting with medication management?)  A/B test hypotheses with what will influence responsiveness (attach a name and a face to offer? put doctor/nurse's name in email/letter? Try text vs email?)	Patients and at-home caregivers have the ability to participate in virtual care given modalities being considered.
How responsive are they to offers for help?			
What can influence that responsiveness?			

## Run Your Test

Prototype if needed

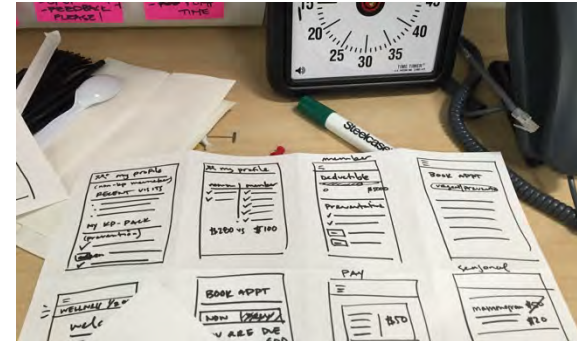
Run your experiment

Collect Your Signals of Success

2



Tools



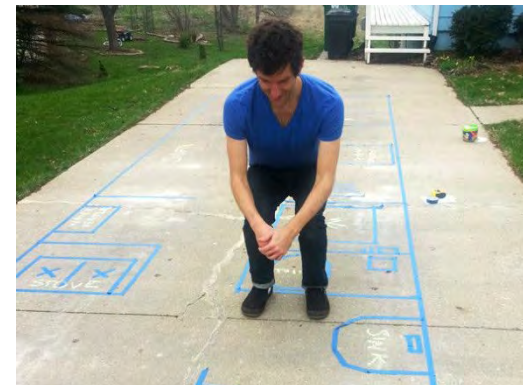
Tech



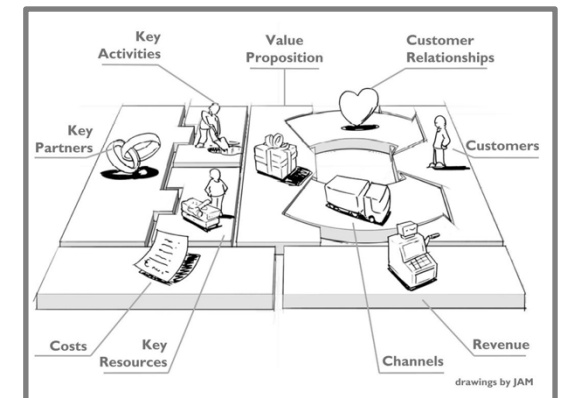
Workflow



Roles



Space



Business Model



3

## Assess

Review what you learned

Identify next steps

Adopt, Adapt, Abandon

## Rapid Experimentation Template

Concept Name: <Concept name and brief description goes here>

### Before Experimenting - Your Learning Plan

Top 3 learning questions this experiment is testing	Signals of Success (qualitative and/or quantitative) <i>Ex. Number of people who show up, qualitative feedback in exit interview</i>	Test / Prototype Method <i>Ex. Live tests, role play, storyboard, paper prototypes</i>	Assumptions <i>What needs to be true for your test to work?</i>

### After Experimenting - Your Results

What We Learned What answers did we find to our learning questions? Did we see the results we wanted in our key metrics? Did we find out anything about our assumptions?	Iterations Based on our learnings, what do we need to change? What are we taking forward from this experiment? What do we need to learn next?

## After Experimenting - Your Results

### What We Learned

What answers did we find to our learning questions? Did we see the results we wanted in our key metrics? Did we find out anything about our assumptions?

(Hypothetical)

40% of the at-home caregivers took us up on our offer when patient didn't have active appointments coming up in next 5 days. People with active appointments in next 5 days -> 80%

At-home caregivers tend to take us up on our offer <2 days prior to scheduled appointment.

### Iterations

Based on our learnings, what do we need to change? What are we taking forward from this experiment? What do we need to learn next?

Try out daily text or robo-call reminders to at-home caregivers with Virtual check list starting 10 days prior to appointment.

Experiment with tools to help at-home caregivers be successful at different tasks..

# Step-By-Step Method Card for Rapid Experimentation

# Rapid Experimentation

Transition ideas from paper and start to learn about the “in the real”

DESCRIPTION	Rapid experimentation is a hallmark for building out innovative solutions. The more quickly and iteratively you can start to learn about your ideas, get them into tangible form, and start to test your ideas - the sooner you and your team can collaborate to make solutions better based on real-world feedback.	
HOW		
PREPARE		<b>Identify the ideas to test.</b> Work with your team 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 is for, what you're trying to accomplish, how that might be accomplished, what's involved, etc.
PLAN YOUR TEST	1	<b>Align on what you need to learn.</b> Use the <a href="#">Rapid Experimentation Template</a> provided to build a learning plan. This upfront investment takes a bit of time, but it will set you up for success. As a team, start the learning plan by determining the most important questions that are critical to the success of your concepts.
	2	<b>Determine your Signals of Success.</b> Discuss what measures will help gauge success. What early indicators would “signal” that you have been successful in your test? For example, what consumer behaviors are you looking for? Then, determine how to measure the size or extent of these signals.
	3	<b>Plan your tests and prototypes.</b> As a team, figure out the simplest and leanest way to test out your concepts. Determine if prototypes or mock-ups are needed to support your tests. If so, think small and scrappy. Plan for tests and prototypes that are simple to execute (i.e., can be accomplished in days or weeks, vs. month).
	4	<b>Check your assumptions.</b> As a team, check your assumptions about what would need to be true for your test to work. This provides your team an opportunity to address potential barriers before you run your experiment.
RUN YOUR TEST		<b>Run your tests.</b> Build your prototypes and mock-ups as needed. Put your experiments out in the world. Capture your learnings and metrics in your template.
ASSESS		<b>Assess and repeat.</b> 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 a level of understanding about what is desirable, feasible and viable.

“What I hear I forget,  
What I see, I remember.  
What I do, I understand.”

— Lao Tse

**B | M | C**  
**BusinessModel**  
C O M P E T I T I O N

First Place Winner

Owlet



## Rapid Experimentation | Q & A

Q: How is this different than PDSAs and Rapid Tests of Change?

A: Similar, but it gives a slant on how to do them more effectively

Q: How is this different than a pilot?

A: like PDSAs, this is something you do WAY before pilots...as a transition between an idea on paper, and building things out for a pilot

Q: How much cycles of tests can I expect to do

A: Depends on the idea you are trying to learn about.