

# Rapid Experiments Tool

Use this worksheet to plan experiments for obtaining user feedback. Examples of experiments include in-context demonstrations, simulating a service experience for users to try, or modifying an existing environment with signage, a white model or cardboard kiosk representing a solution.

## INSIGHTS

List the insights or aha! moments that changed your perspective about the users and their needs.

## VISION

Based on those insights, write a statement about the opportunity to meet users' needs.

## IDEA

Building on your vision of the opportunity, describe concepts that could deliver on those needs.

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## LEAP OF FAITH ASSUMPTIONS

What are the riskiest assumptions keeping you up at night? *"If people don't behave this way, we have to change our idea...!"* Pick one to tackle.

## HYPOTHESES

Brainstorm a list of solutions that could prompt the behavior change underlined in the leap of faith assumption you chose.

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## EXPERIMENTS

Brainstorm potential experiments you can run quickly (starting today or tomorrow) to test your hypotheses. Select two experiments and build a prototype for them. Go out in the real world to test it with users.

## WHAT DID YOU LEARN?

What did your experiment reveal about your hypothesis? What surprised you? How would you run the experiment differently?

## DECISIONS

Which assumptions were validated or invalidated? Should you keep going, change an aspect of the concept, or test an entirely new idea?