

# DESIGN YOUR EXPERIMENT

This tool will support you to design an experiment. Experiments allow you to learn, review and make progress towards the difference you want to make.





+ 15 min



1+

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## INSTRUCTIONS

### 1. Write down the progress you are trying to achieve

- Outline what would enable progress and what may prevent progress.
- Mind map all the ways you could experiment to move towards your goal.
- Think about what you want to learn from the experiment and how each option could make progress.

### 2. Pick the option you want to progress with, using the modified SMART Model below to help you design your test:

- Specific** – specific actions with a clear purpose.
- Modest** – is small scale with manageable consequences. Think of it as dipping your toe in the water.
- Achievable** – is relatively easy to carry out in the next week or two.
- Research** – will enable you to take an objective research stance.
- Test and learn** – you will be able to test your assumptions and review progress.

### 3. Design your experiment using the following prompts:

- Write down what you are going to achieve and when. Ensure this is actionable in the near future.
- Describe what you are seeking to learn from the experiment.
- Outline the data will you collect. This may be as simple as others' reactions or your own feelings in a situation.
- Decide what results would support your assumptions and what would disprove them.
- Engage someone to act as an observer and give feedback.

During the experiment ensure you take notes, checking in with yourself and your observer regularly to note “What am I seeing?” “What am I hearing?” “What am I noticing?”



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## OUTCOME

What am I trying to achieve? Why?

## EXPERIMENT DESIGN

What do I need to learn? How will I do this? When? With whom?

## EXPECTED RESULT

What do I assume will happen? How will I know if it has been effective/ineffective?

## REVIEW

What happened? Why? What did I learn? What will I try next?