Define and plan your experiment

*Make a detailed plan for your experiment.*

## **Answer the questions to develop your experiment**

Go through the five sections with your team and answer each of the questions. Use the questions to prompt conversation and make actionable decisions. By the end you will have a clear plan and will be ready to put your experiment into action.

#### **Tips**

You should:

* be precise – at the end of the workshop, everybody should be clear on how the experiment will happen
* assign team members to do the different actions, and agree together on their responsibilities

### Part 1 - design your experiment structure **1. What are the goals?**

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### **2. What type of experiment will you do?**

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### **3. What steps will be involved?**

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### **4. What resources or materials do you need to prepare?**

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### **5. Who will prepare the resources needed?**

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### **6. Who will run the experiment?**

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### **7. Who will analyse the data?**

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### **8. Are there any costs?**

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## Part 2 – get the right data from your experiment

### **1. What data will you capture about time?** For example, time to complete a task, amount of time to get a payment?

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### **2. What data will you capture about the people interacting with your experiment?** For example, the number of people who finished the experiment task, or who needed help to do so?

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### **3. What data will you collect about the help people needed to do the experiment task?** For example, the number of people who went to a service centre for help, or types of questions they asked

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### **4. What data will you collect about the feelings people had while doing the experiment task?** For example, when did people get frustrated, confused or happy?

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### **5. Will you be collecting any data that could identify somebody?** For example, name, address, age, phone number, workplace?

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### **6. How will you capture and record your data?**

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### **7. What steps are you taking to comply with the data protection and privacy policies?**

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## Part 3 – schedule your experiment

### **1. What will be the dates of your experiment?**

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### **2. What times will your experiment run for each day?**

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### **3. How many experiment sessions will you do?**

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### **4. How long will each experiment session run for?**

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### **5. Where will the experiment take place?**

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## Part 4 – choose the right people for your experiment

### **1. Who are the ideal types of people to include in your experiment?** For example, people who have never used your service before or people who use it every day?

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### **2. What characteristics will the people have?** For example, people with accessibility needs, from diverse ethnic backgrounds or live in different socio-economic neighbourhoods.

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### **3. How many people do you aim to reach?**

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### **4. How will you find the people to include?**

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### **5. Who in your team will find the people to include?**

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### **6. Who in your team will answer questions from the people in the experiment?**

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## Part 5 – share your experiment findings

### **1. How will you share the findings from the experiment with the team, wider stakeholders and the community?**

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### **2. Who will share the findings?**

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### **3. Who are the wider stakeholders and community members you will share the experiment findings with?**

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