Lean Experimentation of Interventions

Every situation is unique. We’ll explore your situation with you in this stage, we’ll put the pieces together to use what we’ve learned (and continue to experiment).

Accountability

Our rule of thumb is to price engagements at a level where we are confident the client will receive at least ten times the value. Also, we’re a non-profit that aims to make impact accessable.

Focused workshops address specific topics (e.g. Unbiased Research, Motivational Design, Impact measurement). Our researchers, strategists, and communicators can serve you in a few ways.

- A wealth of information on behavior change, design thinking, social psychology, etc.
- That means our success is defined by your ability to sustain without us and/or our ability to connect you and your team to new sources of value.
- Instead, we believe in flat customized fees that serve your best interests.
- Significantly reduced cost-per-impact
- Manage the pace of iterations and hold teams accountable
- Understand all relevant audiences and behaviors, and how they are connected
- Synthesize learnings and share back with team and stakeholders (deliverable: presentation or report)
- Structure experimentation cycles
- “Workshops + Resources & Tools”
- Value & Affordability:

  - Build it and they will come,” right? But what if they don’t? Or are not fully engaged?
  - A deep dive into your operations, literature, and whatever data you have. This will be followed by a one-year follow-up, if needed.
  - The Engagement (a mix of workshops, readings, and assignments)
  - Every engagement starts with establishing the scope of work and a clear set of expectations.
  - From there, Appleseed’s lean behavioral marketing methodology can generally be broken down into five steps:
    - Understand the problem: This involves gathering data about the current behavior, barriers, and enablers to change.
    - Know your audience: This involves creating personas, to center teams around your target audience.
    - Make the plan: This involves designing the intervention, considering how it will be rolled out and measured.
    - Try it out: This involves testing the intervention in a controlled setting, and gathering feedback.
    - Make adjustments: This involves refining the intervention based on feedback and data.

Frequently Asked Questions:

What does an engagement look like?

We begin by setting clear expectations and outcomes with clients. As they progress, we provide a mix of workshops, readings, and assignments. Our researchers, strategists, and communicators help clients understand the problem, know their audience, make the plan, try it out, and make adjustments.

How long do engagements generally last?

Engagements generally last 12-18 months, including the development and implementation of the intervention.

What’s an engagement deliverable?

Deliverables include reports, presentations, personas, and action plans. We provide regular feedback to support the team and guide the next steps.

What will you get from an engagement?

Clients will gain a deep understanding of their behavior problem, insights into their target audience, a clear plan for intervention, and a working prototype to test in the real world.

Who are Appleseed’s researchers and strategists?

Appleseed’s researchers and strategists are experts in behavioral change, design thinking, and social psychology.

What’s Appleseed’s methodology?

Appleseed’s methodology is a five-step process that includes understanding the problem, knowing the audience, making the plan, trying it out, and making adjustments.

What comes next, after an engagement?

After an engagement, clients can sustain the change on their own or renew the partnership with Appleseed for follow-on support.

Let’s Talk! contact@appleseedimpact.org