EXPERIMENT EXPEDITION
A flight plan for design exploration
An experiment expedition allows you to test and refine solution(s)/intervention(s) and question underlying assumptions. There are typically many stages of prototyping before determining your ultimate intervention. Mark your current understanding of your stage of testing for this expedition (What are you testing?)

Below is a generic sequence of methods for the work. Outline each specific steps for your expedition.
IDEA DASHBOARD
FLESH OUT YOUR CONCEPT

WHAT...
What's the intervention/solution?

WHO/HOW...
Who will implement it?
How can it be created in the system?

WHY...
What change does it create for people?

DRAW IT
QUESTIONS AND ASSUMPTIONS TO TEST
LIST AND PRIORITIZE WHAT TO LEARN ABOUT FROM PROTOTYPING

ASSUMPTIONS & QUESTIONS
(What must be true for our concept to work?)

PRIORITIZE AND SELECT
First, order the questions to test, as shown below.

Then select 1-3 to test now (balance criticalness with ease/ability to test).
Make sure your testing answers “Would it matter if we created it?” before investing too much effort in “Can it be created?”
PROTOTYPING DASHBOARD
PLAN YOUR PROTOTYPE TESTING

PROTOTYPE CONCEPT
What will people (testers, stakeholders) do/experience?
And how will “observing” this help you learn?
(The prototype can be very different than your solution.)

SCENE
Where (or in what situation) will you test?
This can be found or created.

PROPS
What are the physical/digital things?
(To make or fake.)

ROLES
Who is “creating” the prototype/experience?
Who is “receiving the prototype/experience?”
TEST TRACKING DASHBOARD
STATE WHAT TO WATCH FOR IN ADVANCE OF TESTING

METRICS
For each specific assumption you have, state what testing data/response might confirm or disconfirm that assumption. (At the same time, stay open to unexpected learnings.)

Question / assumption:

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MAKE SENSE AND MAKE CHOICES
WHAT ARE YOUR TAKEAWAYS FROM TESTING FEEDBACK

FEEDBACK GRID
Capture feedback you gathered using this simple structure. After populating, group in each quadrant, cull 4-8 major takeaways, and determine next steps.

AMPLIFY
Elements/impact to make more pronounced.

ADDRESS
Elements not working. Unmet needs you now see.

EXPLORE
Unexpected or unclear response to investigate.

CONSIDER
New ideas that came up or strike you now.
EXPERIMENT EXPEDITION RESULTS
WHAT DID YOU LEARN? HOW DOES THAT INFLUENCE THE PROJECT?

Use the below to summarize takeaways from this expedition.

WHAT YOU DID
What prototype(s)? How tested? With whom?

TOP FINDINGS
Important observations and new insights.

NEXT STEPS
Implement, test further, generate more ideas, new ethnography?