

EXPERIMENTATION SESSION TEMPLATES

FINNISH
VERSION
AVAILABLE!





NAME & DESCRIPTION

- In one sentence, describe what this concept is about.

CORE FEATURES

- What are the core features of this concept?
- What does it do, what is the value for the user?

DRAWBACKS

- What are potential drawbacks of this concept?
- What might be disadvantages?

DETAILING

- Describe the concept in more detail, combining text with visuals. Make some drawings, or cut and paste images from elsewhere. Make sure it is understandable also for people outside of your team. No need to go for artistic expressions, or detailed mechanisms, it is about communicating the key elements of your concept.

KEY STAKEHOLDERS

- Who influences, or is impacted, by this concept?

KEY BENEFICIARIES

- Who benefits from this concept and how?
- Why is this meaningful to them?

EXCLUDED

- Who is potentially excluded from using this concept?
- Justify why they are excluded at this stage.



STORYBOARD TEMPLATE

1 *The user is faced with the issue*

Describe and visualize how you envision people to experience interacting with your concept. The focus is on the user's experiences.

2 *The user realises the concept*

3 *The user experiences one core feature*

For each step, indicate what your users say, do, hear, see, and feel. Combine text with basic sketches. Focus on making it rich and clear, no worries about making it beautiful!

4 *The user experiences another core feature*

5 *The user experiences a final core feature*

6 *The user achieves the envisioned outcomes*



DECIDING WHAT TO TEST TEMPLATE

SOLUTION CONCEPT IN A NUTSHELL

KEY ASSUMPTIONS

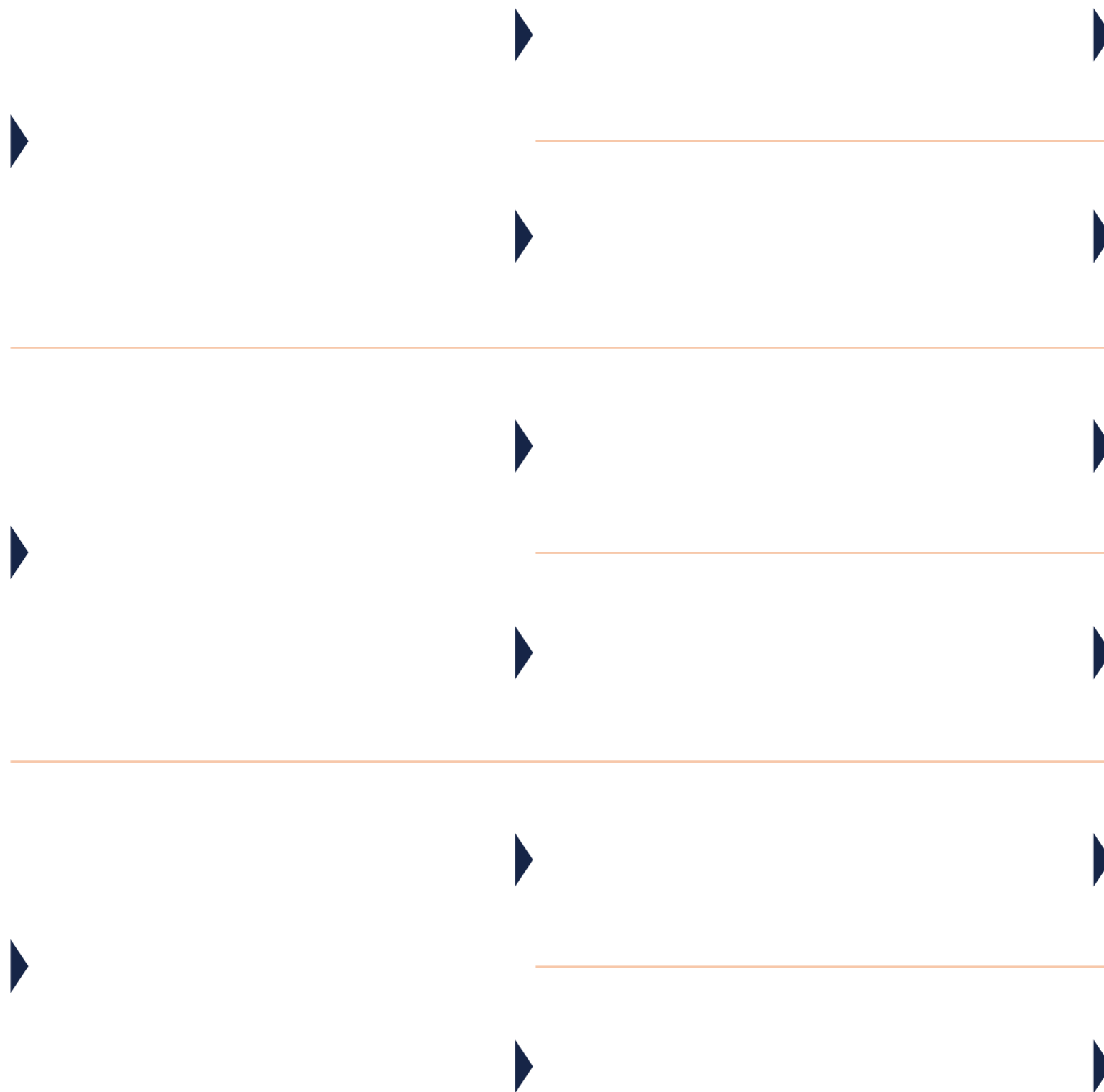
- What does the idea depend on to work?

HOW COULD YOU TEST THE ASSUMPTION?

- Where, how, with whom?
- What questions should we ask to learn?

WHAT COULD YOU LEARN FROM THE EXPERIMENT?

- How would you interpret the results and measure success?
How and with whom to test?



EXPERIMENT MAPPING

Identify key assumptions in your chosen concept, and develop plans on how you might test these assumptions. The idea is to identify creative, quick and easy ways to test individual assumptions. Do not attempt to validate the whole concept at once.

Develop at least one experiment small enough to go through with with minimal resource investments – one that you can actually implement.



This template can be used to plan potential experiment plans – what do you want to learn, and how will you know what you have learned? We encourage you to plan more options that you intend to execute, so that you can mindfully select which ones make the most sense with your needs and constraints.

LEARNING GOALS

- What do you aim to learn with your experiment?

RESOURCES

- What resources are needed?

MEASURING

- How do you measure success?

WHAT

- Describe what you will test or try out?

EXECUTION CONSIDERATIONS

- How might your experiment, the data we gather, or the outcomes we generate, be harmful for people, planet or society? And how might we prevent or reduce this?

WHO

- Who will you experiment with?

FIRST STEPS

- What is the very tiny turtle step each of the team members will take after this session to prepare for experimenting?

WHEN & WHERE

- When and where will the experiment take place?
- For how long?

DECIDING WHAT TO TEST TEMPLATE

KEY ASSUMPTIONS

- What does the idea depend on to work?

KEY QUESTIONS

- Formulate a desirability question.
- Will people (not) understand, behave a certain way?
- Would people (not) feel, experience a certain way?
- Is this desirable, would people (not) want to do something?

POSSIBLE PROTOTYPE

- Choose a suitable prototype to explore this question, e.g. desktop walkthrough, cardboard prototype, paper prototype, service staging, Or Wizard of Oz.
- How would you use this to test the assumption?

LOOK AND FEEL ASSUMPTION

- What about e.g. the visual style, layout, tactile properties, clarity, attractiveness is crucial for the success of your idea?

ROLE AND USE CONTEXT ASSUMPTION

- What about e.g. the context of the solution idea, the placement, envisioned interactions with surroundings and users is crucial for the success of your idea?

FUNCTION ASSUMPTION

- What about e.g. the technical functions, interaction behaviour, usability is crucial for the success of your idea?