

WORKSHEET 5

PLANNING AND EXPERIMENTING

How to select the strategy to focus on,
find what we don't know and a way to
figure it out?

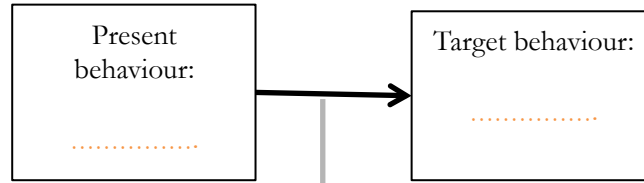
WITH INSTRUCTION TEXTS

Fill out the text



Follow the instructions displayed in the yellow callouts.

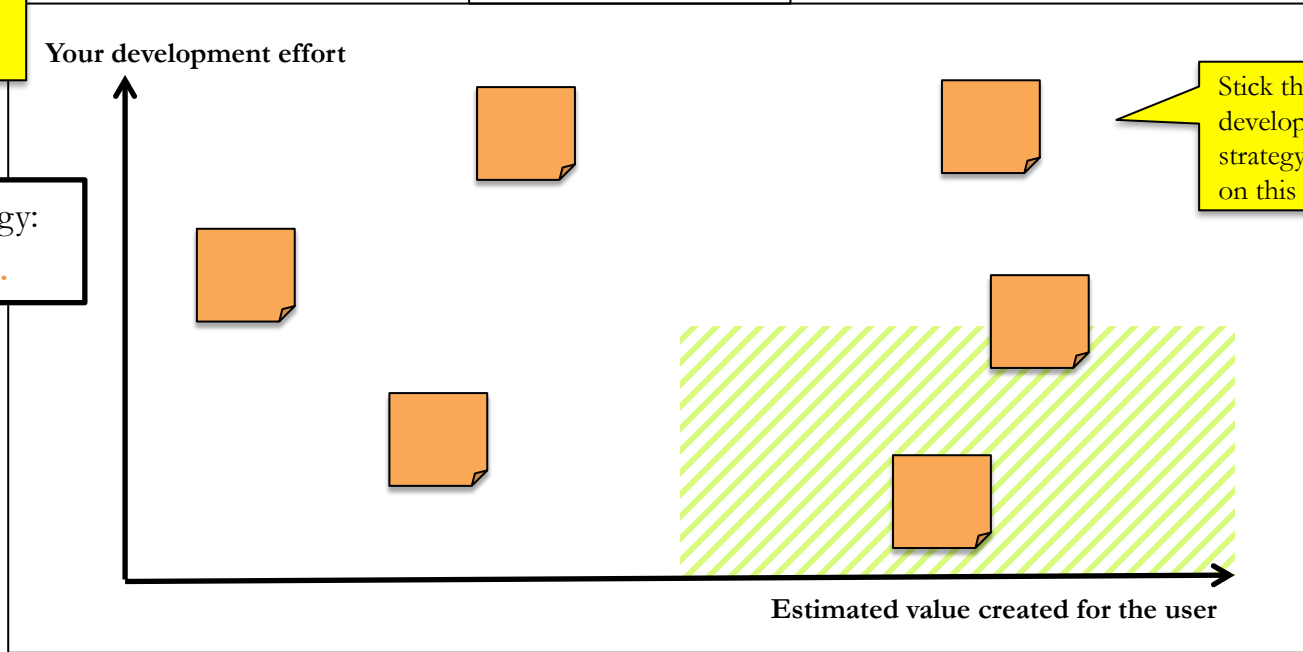
1. SELECT PROMISING STRATEGY



Strategies

Select the strategy you will focus on first

Priority strategy:

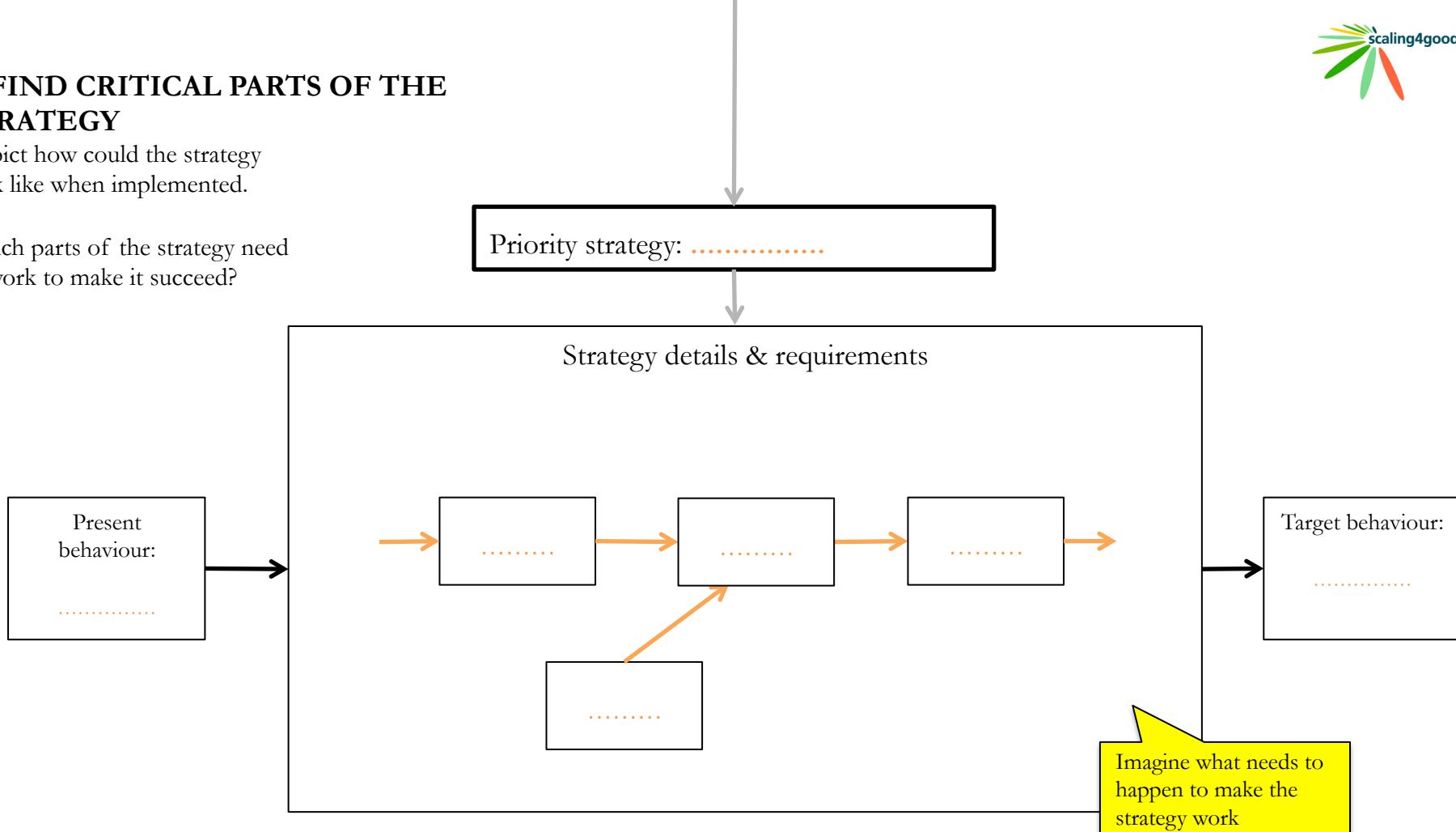


Stick the post-its you developed during the strategy development on this graph

2. FIND CRITICAL PARTS OF THE STRATEGY

Depict how could the strategy look like when implemented.

Which parts of the strategy need to work to make it succeed?



3. MAP KNOWN & UNKNOWN

For every critical part of the strategy ask:

1. Do we know if this is going to work?

Depending on the answer ask:

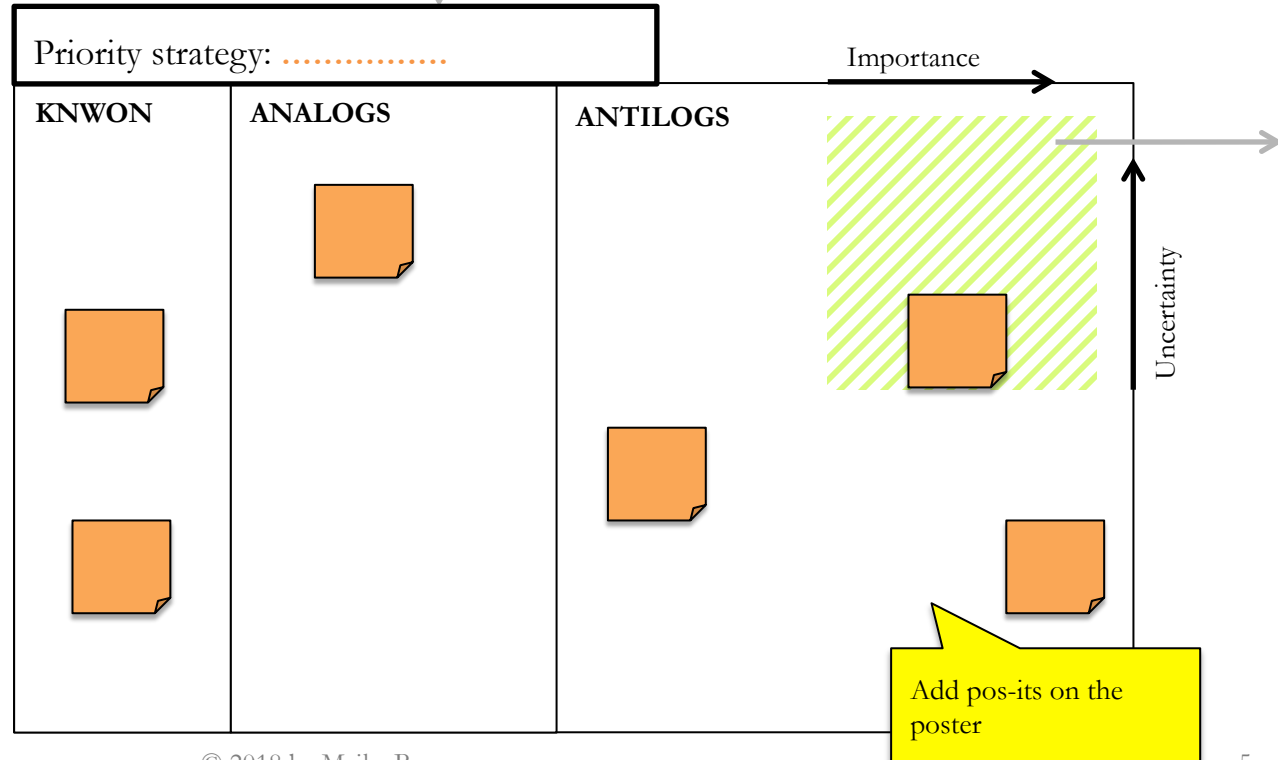
- Yes > KNOWN
- No > Ask: Can we learn about this from someone else or an other experience?

2. If the answer is:

- Yes > it is an ANALOG
- No > it is an ANTILOG

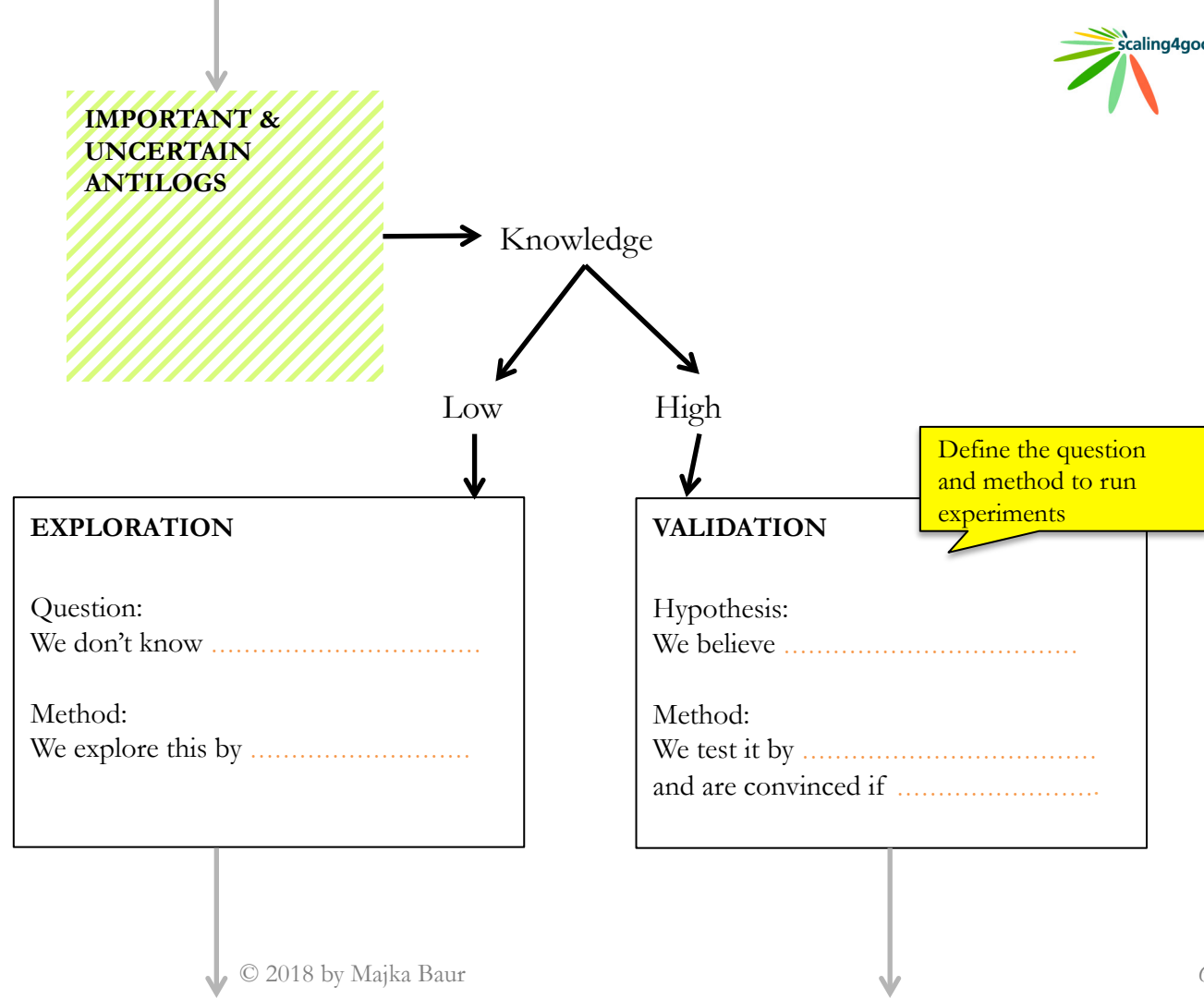
3. By each antilog ask:

- How important is this?
- How uncertain is it?



4. PLAN EXPERIEMNTS

For every important and uncertain antilog define your experiment's research questions and a method to find answers.



4. PLAN EXPERIEMNTS

Plan and prioritize experiments within a 10 weeks plan.

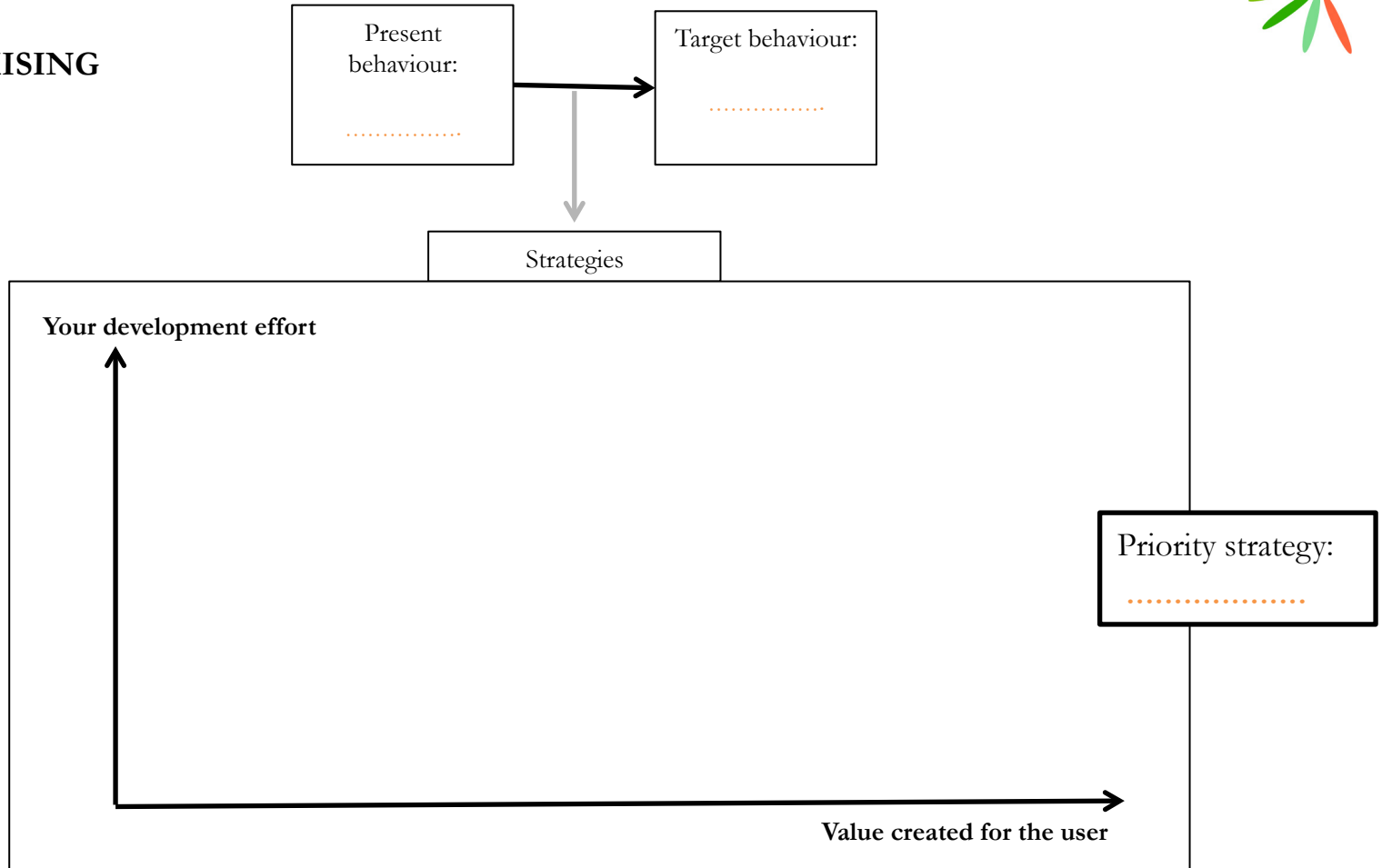
Shrink items so that they require 1-2 days of work.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	
Discover & Learn		Design		Validate					Learn & Decide	Result of experiment

Define 1-2 days work items and plan when to execute them

PLAIN VERSION

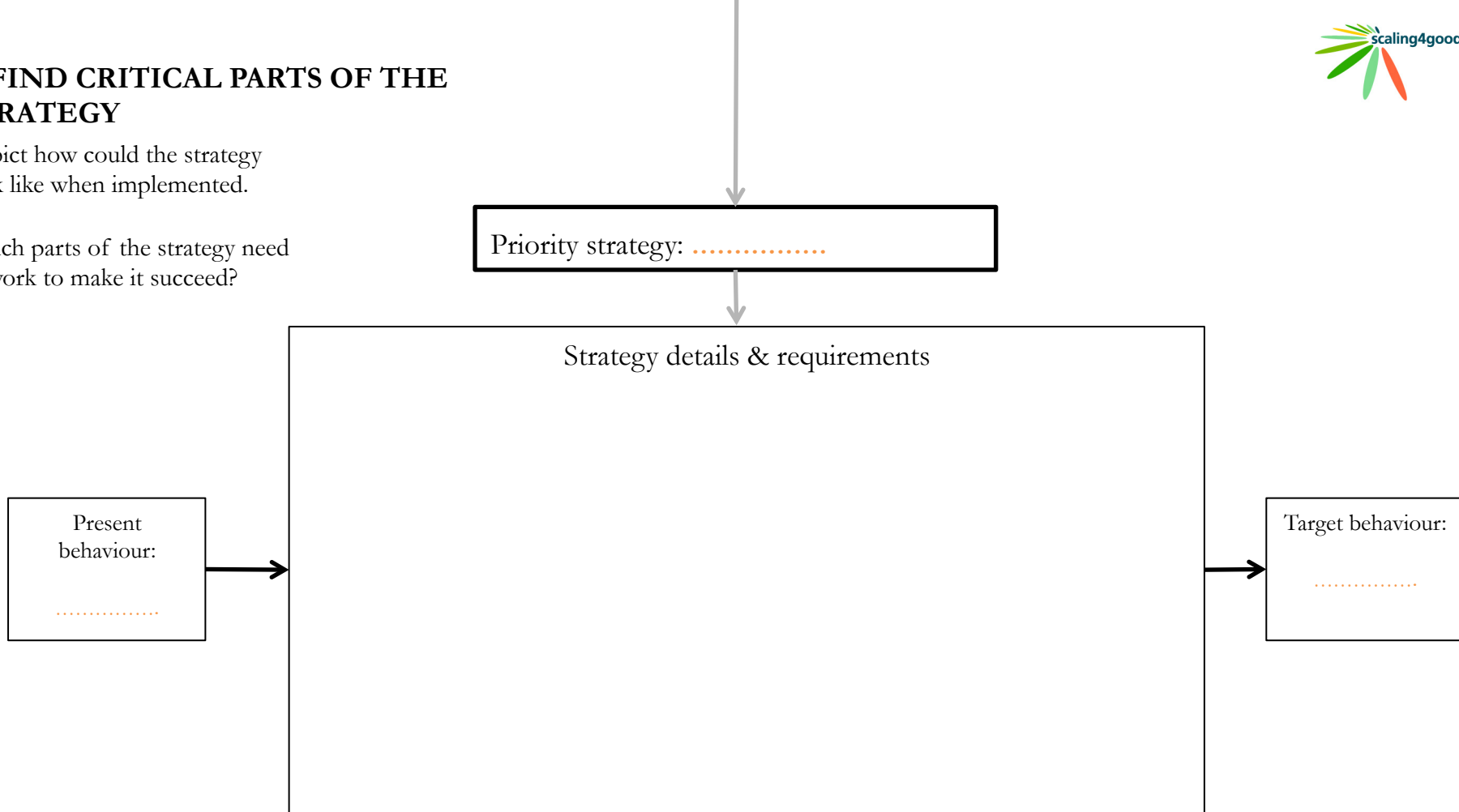
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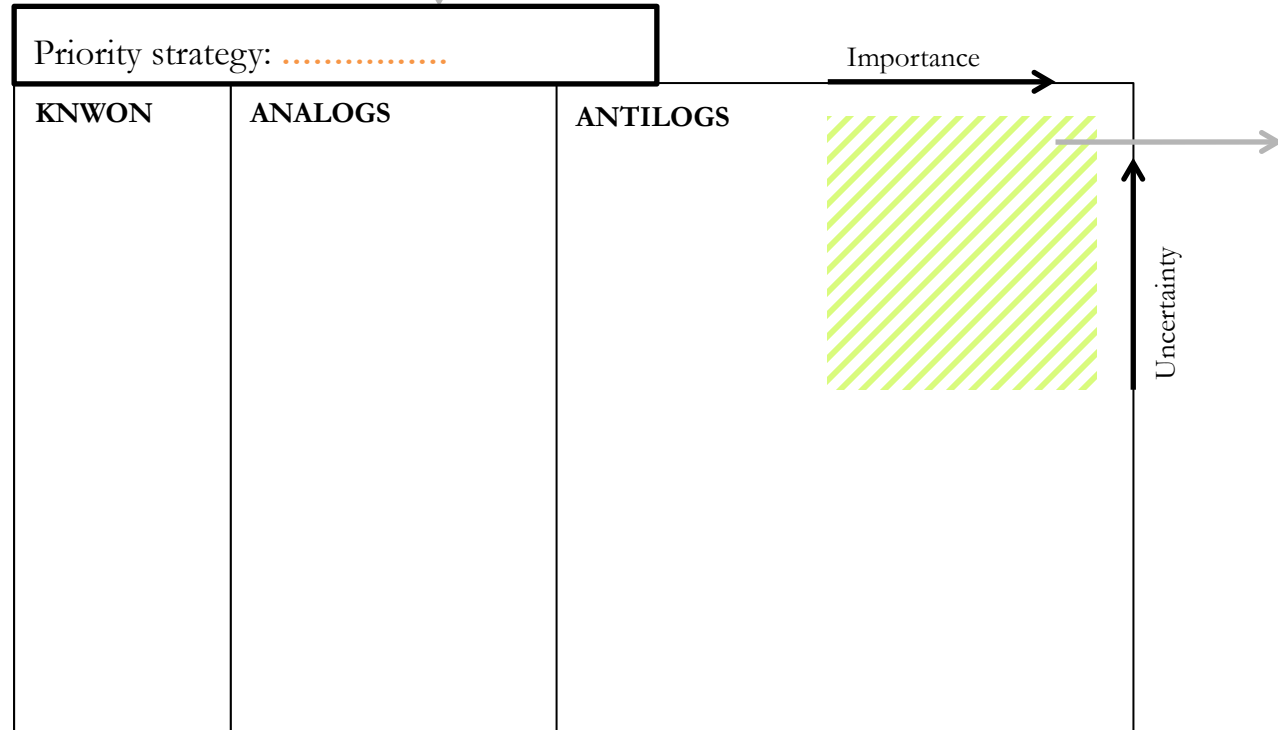
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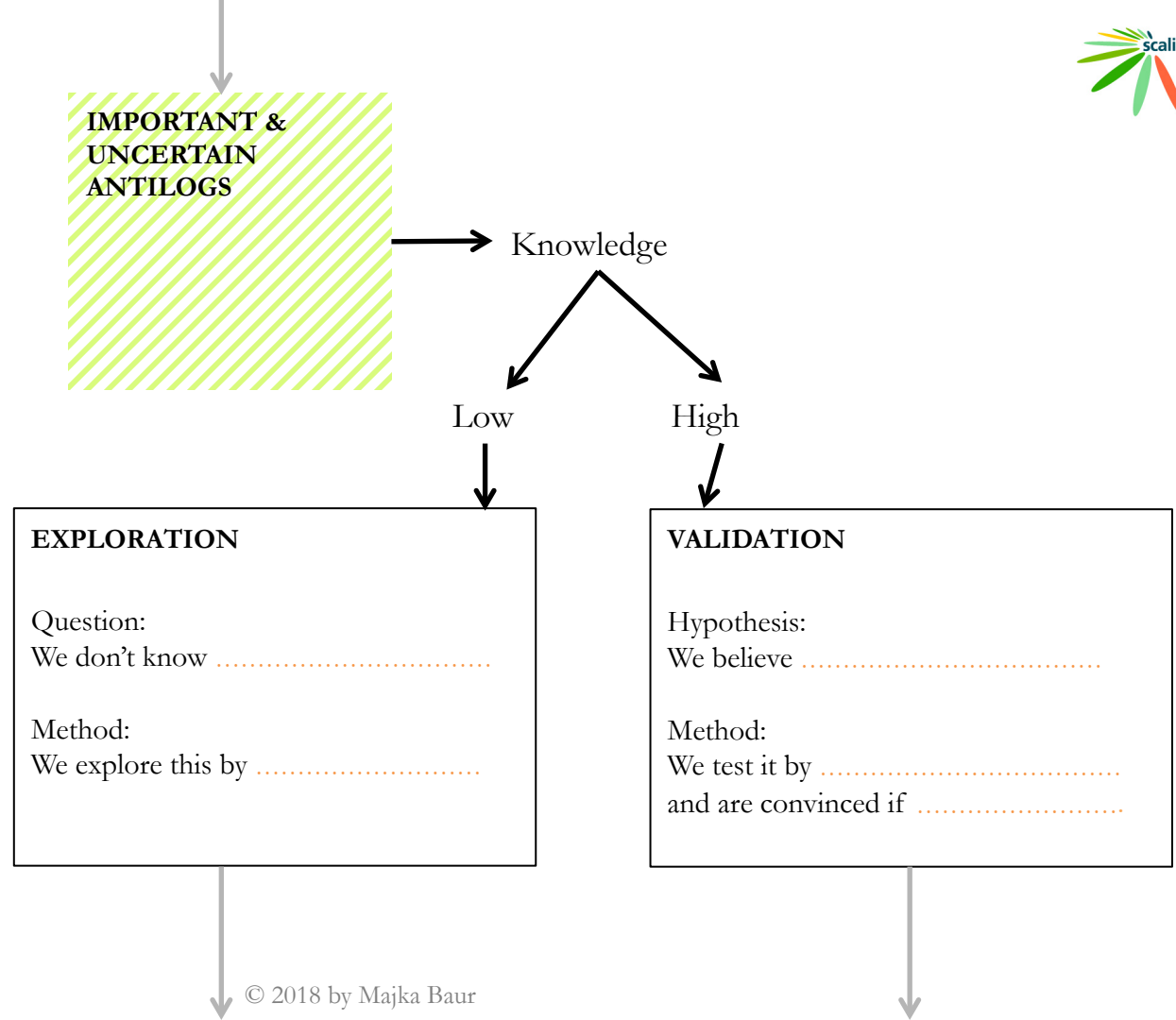
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