GOALS

Why we test thru pop-ups & pilots

How and when you should do them

What a strong test plan looks like
WHY
I’m here because
HIGH RISK

HIGH REWARD
LOW RISK

HIGH REWARD
Why Testing?

How Are We Defining Pop-up/Pilot?
What resonated with you?

What made you skeptical?
MORE PEOPLE
BOLDER IDEAS
LOWER STAKES
TINIER BETS
HOW
Run increasingly rigorous tests
(No Stakes -> Low Stakes -> Limited Stakes)

Pre-Req

Define Need / Problem
Run Pop-up Classes
Run Recurring Pilot
Run Extended Pilot
Launch Full Scale model
WHAT
Tool: Experiment

1. **User**
   ○ Who are the target users for this test?

2. **Assumption**
   ○ What user behavior do you believe is true?

3. **Test**
   ○ How will you trigger that user behavior?

4. **Artifact**
   ○ How will you capture that user behavior?

5. **Success Criteria**
   ○ How will you know user behavior is validated?
WE <3 FEEDBACK!
What is a Good Pop-Up/ Pilot?

- Carefully planned
  - Necessary pieces: User, assumption, success criteria clearly defined
- Assumption and Test Clearly Aligned
- Results clearly validate or invalidate the assumption
- Illustrates a key part of your model with your users
- Takes place in your community
- Provides information you can use to make next steps
What is a Good Pop-Up/ Pilot?

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What would you add to this list? Would you edit anything listed?
SLIDES WE AREN’T USING
Flow of Testing

Prerequisite to Testing

Empathy Phase

Discrete Pop-Ups

Recurring Pilot

Daily Pilot

Assumptions Related to Users/Demand

Empathy Interviews:
- How do they experience this problem? Do they?
- How are they already solving it?

Test Demand:
- Users will be interested enough to attend
- Who is your user?

Measuring Returning Users:
- Users will find enough value that they return

Assumptions Related to Solution

Research:
- Who is already solving this problem?

Validate Pieces of Model:
- Users will interact with

Building and Testing Sequence of Programming:

Hiring/ training Ops/ running full-time
**Case Study:** Rooted School

**Madlib:** Youth ages 14-16 in New Orleans who plan to attend open-enrollment public high schools need career pathways starting now. Rooted School prepares students for college and entry-level jobs across several high-growth, high-wage industries.

### Assumptions Related to Users/Demand

<table>
<thead>
<tr>
<th>Research Phase</th>
<th>Discrete Pop-Ups</th>
<th>Recurring Pilot</th>
<th>Daily Pilot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empathy Interviews: With current middle school students.</td>
<td>Test Demand: -Parents will be interested enough from a presentation to send their students to an event</td>
<td>Measuring Returning Users -Users will find enough value that they return</td>
<td>Measuring Returning Users -Users will find enough value that they return</td>
</tr>
</tbody>
</table>

### Assumptions Related to Solution

| Research: Who is already solving this | Validate Pieces of Model: -Students will perform just as well | Building and Testing Sequence of Programming | Hiring/training Ops/ running full-time |
## Case Study: Floop

### Madlib:

<table>
<thead>
<tr>
<th>Assumptions Related to Users/Demand</th>
<th>Empathy Interviews:</th>
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<tbody>
<tr>
<td></td>
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<td>- Students will install app on their personal phones - Students and teachers will choose to transpose paper to digital</td>
<td>- Users will find enough value that they return</td>
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<td>- Students will respond to feedback if given the chance - Teachers will save time using saved and drag/drop responses</td>
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Case Study: Hookup

**Madlib:**

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**Assumptions Related to Users/Demand**

- **Empathy Interviews:**
  - How do they experience this problem? Do they?
  - How are they already solving it?

- **Test Demand:**
  - Users will be interested enough to attend

- **Measuring Returning Users:**
  - Users will find enough value that they return

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**Assumptions Related to Solution**

- **Research:**
  - Who is already solving this problem?

- **Validate Pieces of Model:**
  - Users will interact with

- **Building and Testing:**
  - Sequence of Programming

- **Hiring/training:**
  - Ops/running full-time
Planning Resources

STEP 1: Identify the assumption you’re testing— are you testing demand? Pieces of your model as the solution? Both?

ASSUMPTION
What user behavior are you aiming to validate?

Finding Users
Does this person actually exist and is interested in trying my solution?

Validating the Solution
Will they use this the way I think they will?
## Tests & Artifacts by Assumption Category

<table>
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<tr>
<th>ASSUMPTION CATEGORY</th>
<th>What user behavior are you aiming to validate?</th>
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<tr>
<td>Finding Users</td>
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<tr>
<th>Test</th>
<th>How will you trigger that user behavior?</th>
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<tr>
<td>Ex: Description of your service/product/program (pitch, poster, website)</td>
<td></td>
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<tr>
<th>ARTIFACT</th>
<th>How will you capture/measure that user behavior?</th>
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<td>Something in which the user is risking time, money, or reputation. Ex: Sign up list, referral of potential students, presell purchases</td>
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# Tests & Artifacts by Assumption Category

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<th>Test</th>
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<td>Schools/Learning Spaces:</td>
<td>Connectors/EdTech</td>
</tr>
<tr>
<td>Pop up class or program, storyboard</td>
<td>Paper prototype, storyboard of future experience</td>
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<th>ARTIFACT</th>
<th>How will you capture/measure that user behavior?</th>
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<td>Feedback from prototype in addition to other quantitative/ qualitative information</td>
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**How to Plan a Good Pop-Up/Pilot**

**ASSUMPTION:** My users will learn the skills sought by employers in high-wage, high-growth industries through a self-directed learning environment.

**Finding Users**
Does this person actually exist and is interested in trying my solution?

**Validating the Solution**
Will they use this the way I think they will?
ASSUMPTION: My users will learn the skills sought by employers in high-wage, high-growth industries through a self-directed learning environment.

Finding Users
Does this person actually exist and is interested in trying my solution?

Validating the Solution
Will they use this the way I think they will?
What if my assumption is a free spirit?

At this early stage, riskiest assumptions should fit into these categories

Examples?
Elementary and middle school teachers from charter, public, and private schools in greater Nashville need a way to collaborate and redesign their classrooms. The Teachers Institute accomplishes this by creating a diverse cohort of teachers who explore technology integration, STEAM initiatives, and 21st century learning skills through on-going provided professional development and teacher-directed projects.
### Pop-Up Case Study: Test Plan

<table>
<thead>
<tr>
<th><strong>User</strong></th>
<th>Elementary and middle school teachers from charter, public, and private schools in the greater Nashville area who want to collaborate and redesign their classroom for the 21st century learner.</th>
</tr>
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<tbody>
<tr>
<td><strong>Assumption</strong></td>
<td>Teachers want to continue to learn and grow their practice throughout the year.</td>
</tr>
<tr>
<td><strong>Test</strong></td>
<td>Provide a (1) pop up class session with teachers who attended the 2016 Summer Teachers Institute for a check-in, ongoing PD, and (2) embedded empathy interviews/reflections.</td>
</tr>
<tr>
<td><strong>Success Criteria</strong></td>
<td>Pop-up: 5 - 10 teachers from the 2016 Summer Teachers Institute will attend a Pop Up PD. Empathy interviews: 25% of teachers will reference a need for continued, collaborative teacher-directed professional development with a diverse cohort throughout the year where the focus is on redesigning and innovating the classroom.</td>
</tr>
<tr>
<td><strong>Artifact</strong></td>
<td>1. Amount of teachers who attend 2. Note from empathy interviews</td>
</tr>
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