

TRIAL PLAN

WHAT?

This template will help you plan an evaluation of your innovation.

WHY?

It's very important to trial quickly and comprehensively. Make sure there is room for refinement and change.

HOW?

Complete the template with a group of relevant stakeholders.
Identify the assumptions that you still need to test.

TIPS

- Select a friendly environment to start with
- Don't be tempted to trial in the area of most need
- Engage key people so that they can help you refine as you go
- Determine timelines
- Use a range of techniques to evaluate
- Capture data
- Learn from data
- Use what you've learned to make it good
- Keep learning and keep improving

CHALLENGE	
Challenge intent	What is the planned outcome? What is the primary need you are addressing? What does the future look like in terms of the challenge?
Remaining key assumptions	List any assumptions that still may exist. How will you test them?
Action steps	What is the process you will follow to roll out your solution? What tools will you need? For example, communication strategies, forums, etc. How will you roll it out and what are the key milestones and timing?
Customer involvement	How will you get customer feedback?
Metrics	How will you know whether it's been successful? What will you measure? When?
Budget and resources required	What is the budget for the trial? What is the timeframe for the trial? Who will be instrumental? What is each role?