CONTINUUM OF EXPERIMENTATION

Embrace uncertainty ———————————————— **Manage risk**

Imaginative mindset
WHAT IF...?

Analytical mindset
IF...THEN...

SOLUTIONS ARE UNKNOWN		SOLUTIONS ARE KNOWN
Understanding of the problem is unclear. Risk cannot be managed.		Understanding of the problem is clear. Risk can be managed.

EXPLORE	TRIAL-AND-ERROR	VALIDATE
GENERATING HYPOTHESES What might be	**ESTABLISHING A HYPOTHESIS** What could be	**VALIDATING A HYPOTHESIS** What should be
Shaping direction Action is taken to open up new possibilities	**Creating basis for redesign** Action is taken to find out what works	**Legitimising initiative** Action is taken to justify decision-making
PURPOSE		
Experiment to generate awareness of new possible futures, identify options and opportunities and prepare for where to start	Experiment to test and challenge assumptions and identify fit and function of ideas and describe viable solution concepts	Experiment to evidence your hypothesis and validate the solution concept, describe its impact and why it works
LEARNING FOCUS		
Learning for new perspectives and better understanding of problem	Learning about which actions and factors might contribute to make change happen	Learning for creating success indicators before implementation and scaling
KEY ACTIVITIES		
Exploring possible futures, identifying trends, reframing challenges, identifying assumptions, uncover biases	Prototyping idea concepts, conduct multiple parallel experiments; reveal unexpected consequences and potential	Develop solution concept and implementation plan based on evidence from experiments
SUGGESTED METHODS		
Speculative Design, Horizon scanning, Foresight, Ethnographic Research, Citizen Science, Crowdsourcing, Positive Deviance, etc	Prototyping, Human-Centred Design, Behavioural Economics, Data-led approaches, Open Innovation, etc	Randomised Control Trials, Pilots, A/B testing, Multiple Parallel Experiments, Quasi-Experimental Designs, Development Evaluation, etc

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