**CONTINUUM OF EXPERIMENTATION**

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

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**SOLUTIONS ARE UNKNOWN**
Understanding of the problem is unclear. Risk cannot be managed.

**EXPLORE**
**GENERATING HYPOTHESES**
What might be

Shaping direction
Action is taken to open up new possibilities

**TRIAL-AND-ERROR**
**ESTABLISHING A HYPOTHESIS**
What could be

Creating basis for redesign
Action is taken to find out what works

**VALIDATE**
**VALIDATING A HYPOTHESIS**
What should be

Legitimising initiative
Action is taken to justify decision-making

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**PURPOSE**

- **EXPLORE**
  - Experiment to generate awareness of new possible futures, identify options and opportunities and prepare for where to start

- **TRIAL-AND-ERROR**
  - Experiment to test and challenge assumptions and identify fit and function of ideas and describe viable solution concepts

- **VALIDATE**
  - Experiment to evidence your hypothesis and validate the solution concept, describe its impact and why it works

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**LEARNING FOCUS**

- **EXPLORE**
  - Learning for new perspectives and better understanding of problem

- **TRIAL-AND-ERROR**
  - Learning about which actions and factors might contribute to make change happen

- **VALIDATE**
  - Learning for creating success indicators before implementation and scaling

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**KEY ACTIVITIES**

- **EXPLORE**
  - Exploring possible futures, identifying trends, reframing challenges, identifying assumptions, uncover biases

- **TRIAL-AND-ERROR**
  - Prototyping idea concepts, conduct multiple parallel experiments; reveal unexpected consequences and potential

- **VALIDATE**
  - Develop solution concept and implementation plan based on evidence from experiments

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**SUGGESTED METHODS**

- **EXPLORE**
  - Speculative Design, Horizon scanning, Foresight, Ethnographic Research, Citizen Science, Crowdsourcing, Positive Deviance, etc

- **TRIAL-AND-ERROR**
  - Prototyping, Human-Centred Design, Behavioural Economics, Data-led approaches, Open Innovation, etc

- **VALIDATE**
  - Randomised Control Trials, Pilots, A/B testing, Multiple Parallel Experiments, Quasi-Experimental Designs, Development Evaluation, etc

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*Inspired by multiple resources including Danish Design Centre’s “Designing policy experimentation” and Donald Schön’s “The Reflective Practitioner”*