

Experiment planning

This tool is designed to help you distinguish the key participants in your experiment and operationally plan it's set up, including any variation of process for each participant type.

Recruitment & Onboarding

Main participant / Target user type

Describe the key characteristics of your main participant including gender, age, location, occupation, key attributes and number of participants.

Other participant type

Describe key characteristics of your specific audience including gender, age, location, occupation, key attributes and number of participants.

Other participant type

Describe key characteristics of your specific audience including gender, age, location, occupation, key attributes and number of participants.

Onboarding strategy:

How do you initiate their participation in your experiment?

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How will you ensure they are the correct types of participant?

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How will you collect preliminary information about participants?

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How will you safeguard them?

Use

Usage strategy:

How are you aiming to deliver the experiment and capture insights and data during it's delivery?

Retention & Follow up

Feedback and follow up:

How are you aiming to gather insights after the experiment?