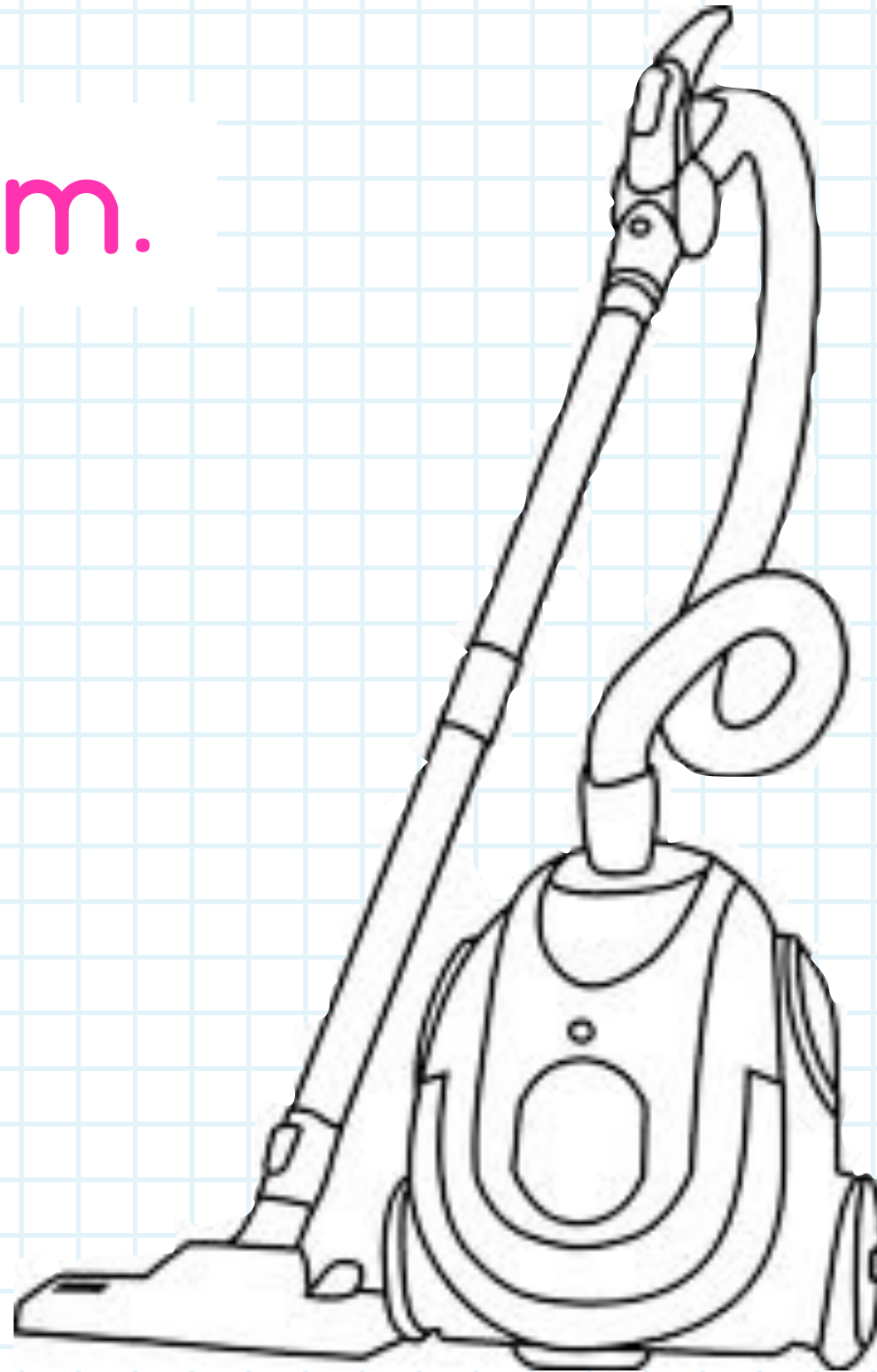


# testing

## 1 2 3

inwithforward / dr. sarah schulman

hello, vacuum.





susan's reality.



# susan's ideal

- less hard work
- more effective clean
- lasts longer
- not too expensive







james' idea.

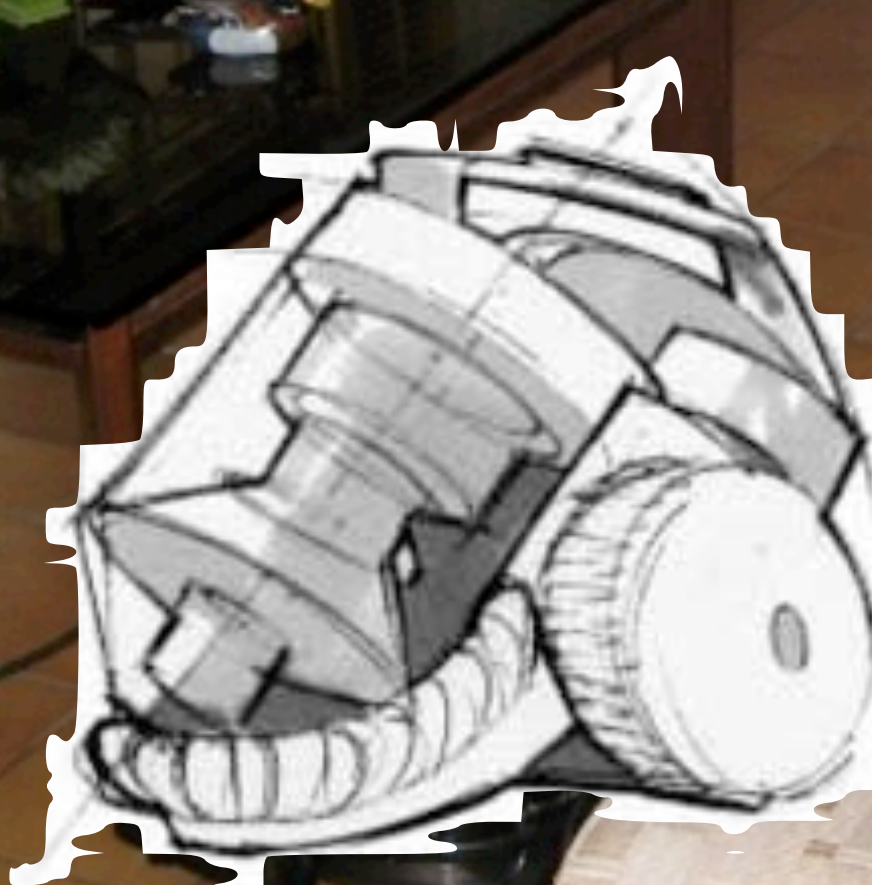
dyson



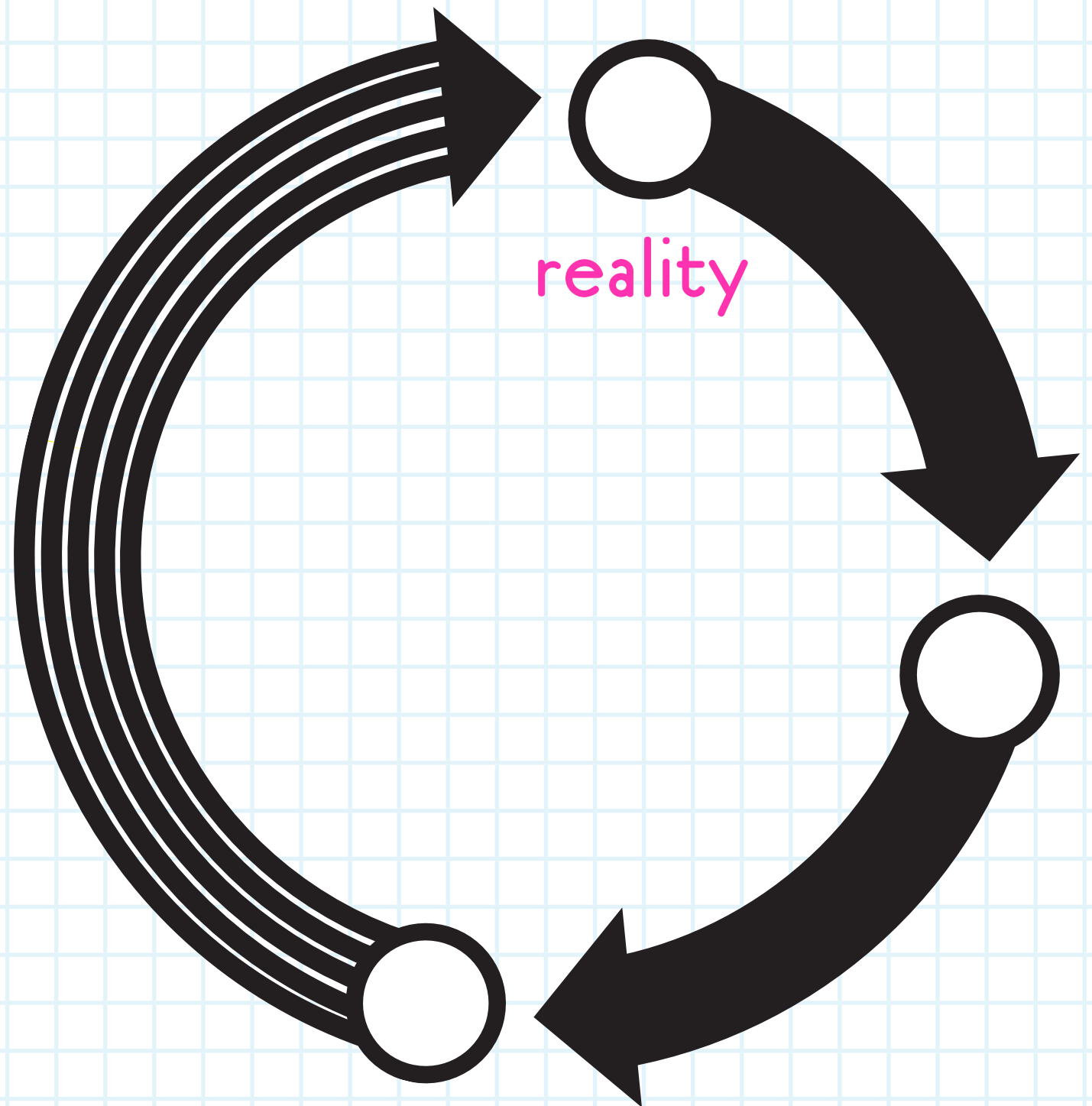


does susan's  
reality suck less?

vacuum sucks more?

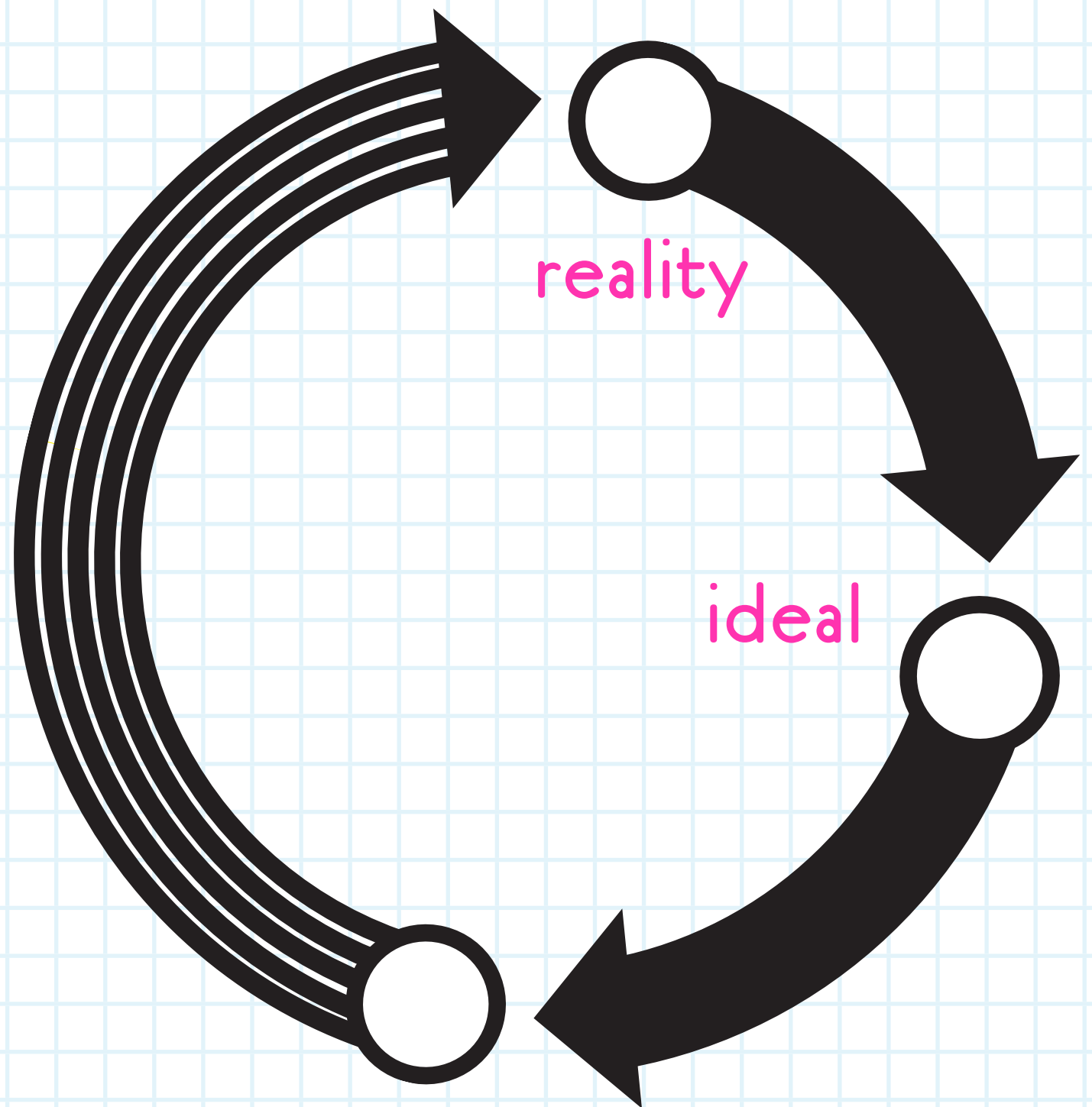


the  
feedback  
loop

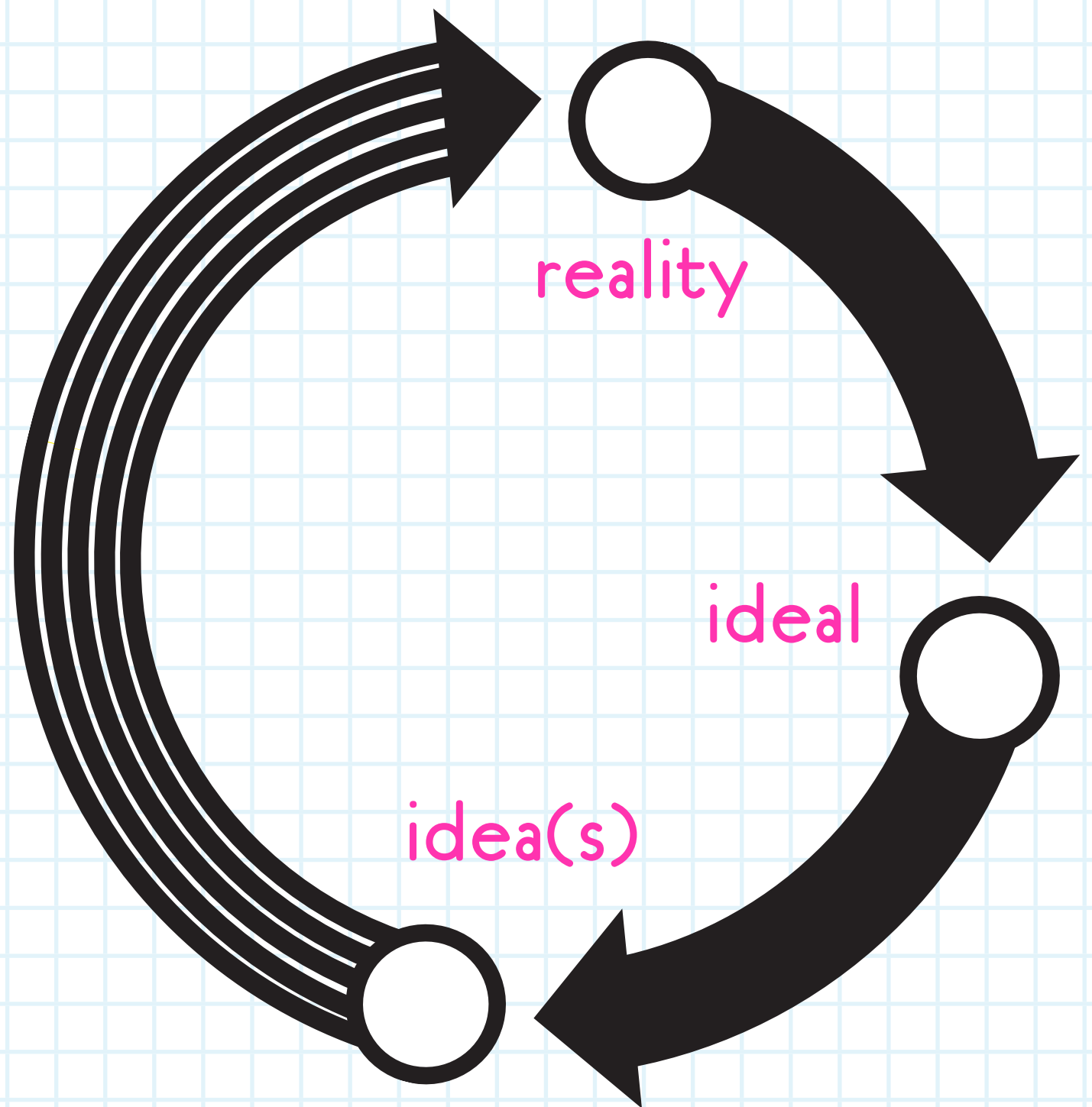




# the feedback loop

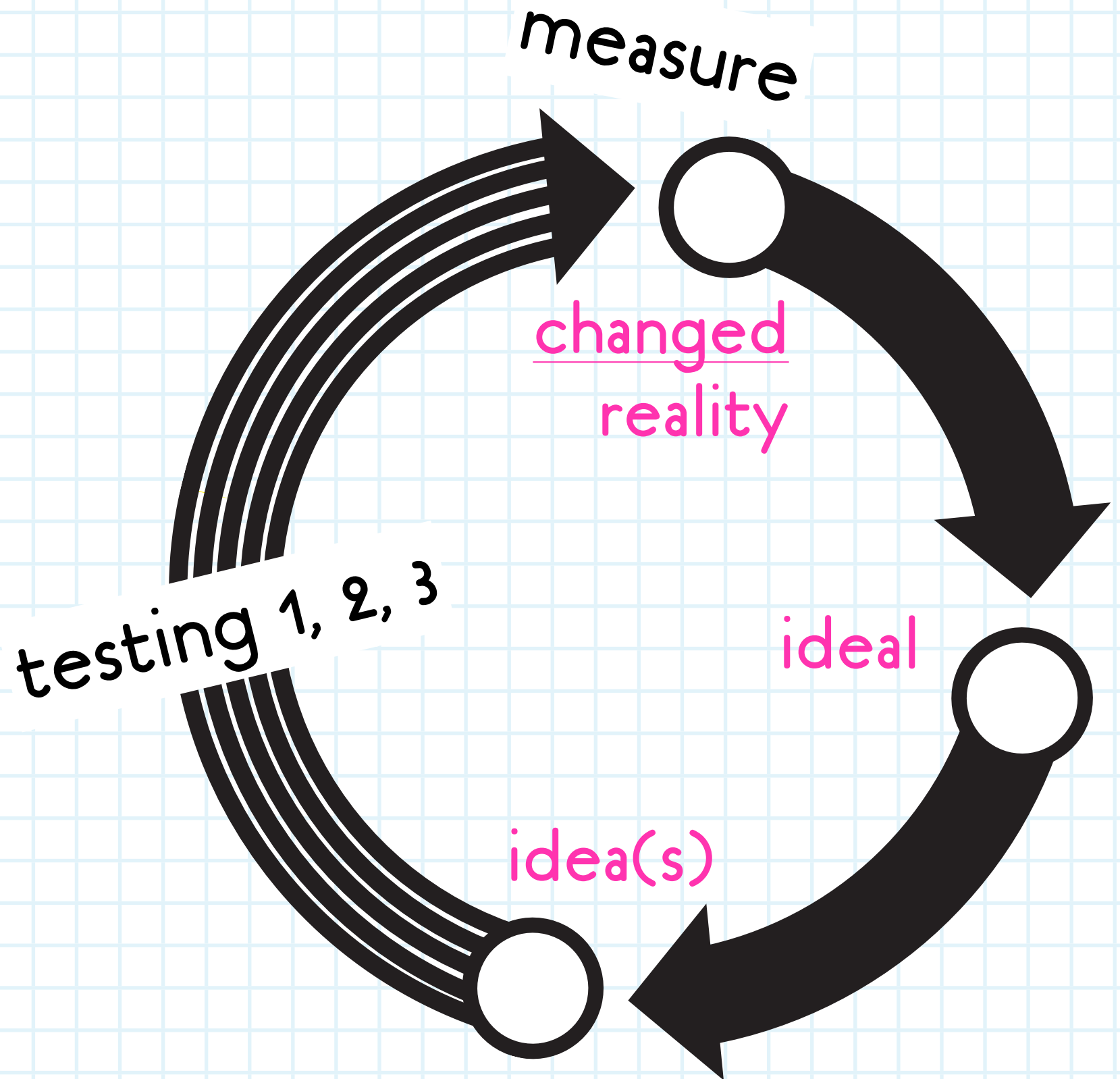


# the feedback loop





# the feedback loop



# testing 1, 2, 3

aka pro· to· typing / verb

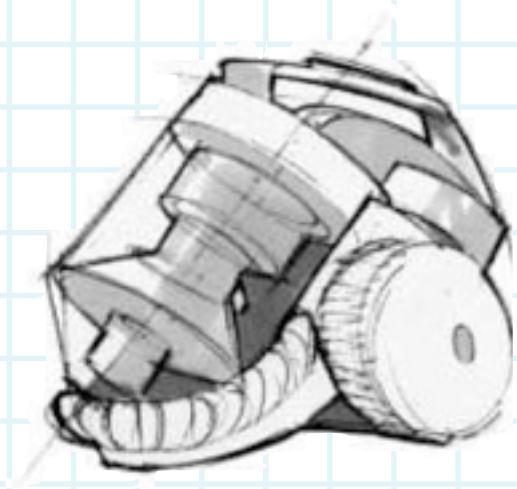
continually experimenting & improving  
an idea in order to change reality.



# # piloting

implementing an idea in order to find out whether it works.

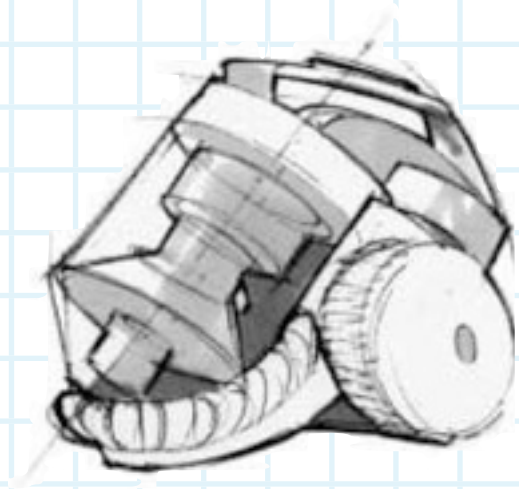
# testing 1 ...



**looks like**



# testing 2 ...

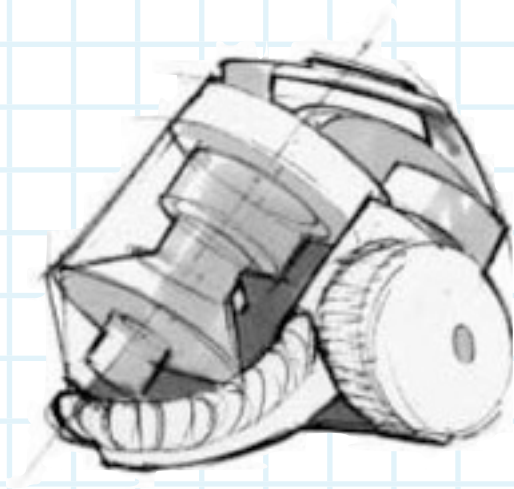


**looks like**



**looks like**

# testing 3 ...



**looks like**

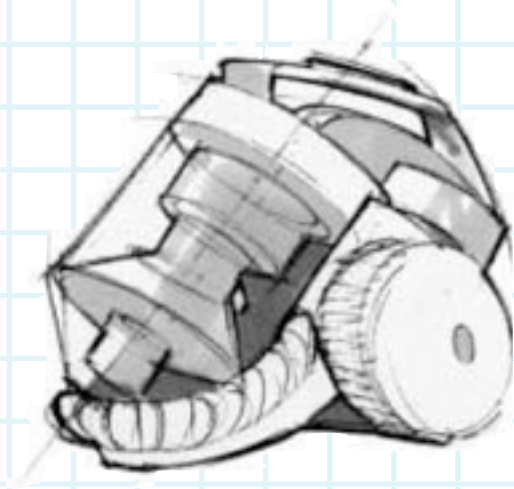


**looks like**



**works like**

# testing 4 ...



**looks like**



**looks like**

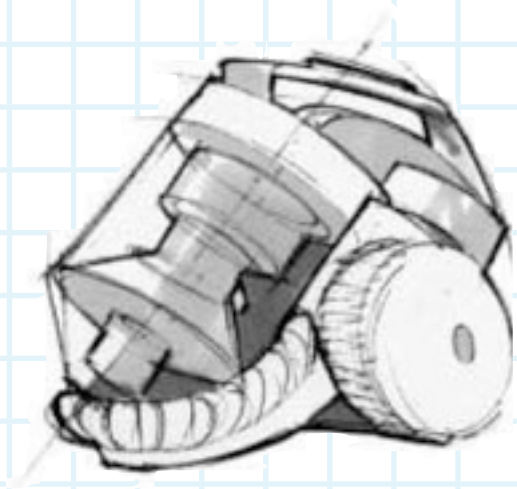


**works like**

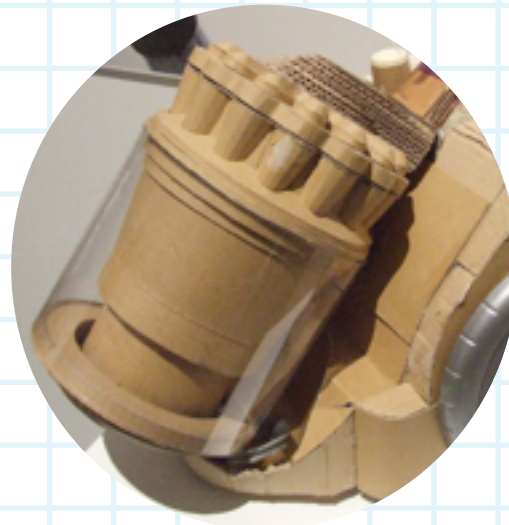


**runs like**

# testing 5 ...



looks like



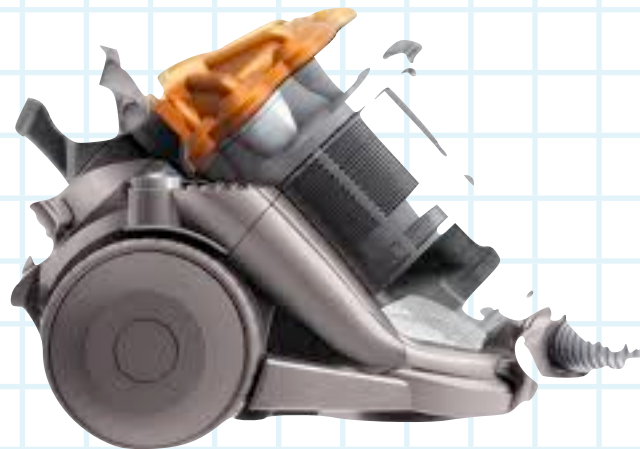
looks like



works like



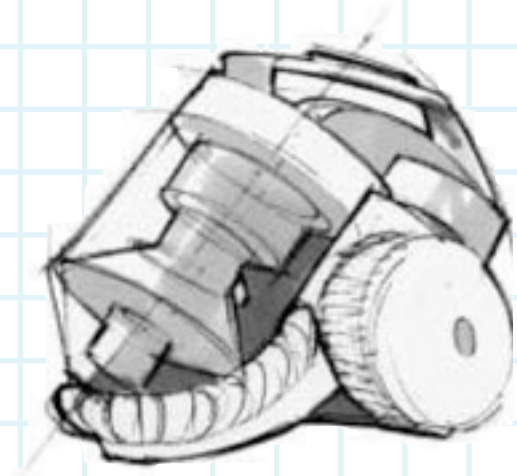
runs like



runs like



# testing 6 ...



looks like



looks like



works like



runs like



runs like

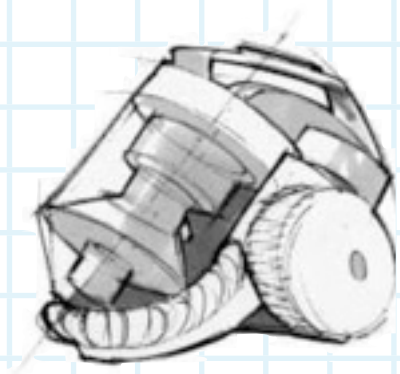


runs like

5,017

---

# measuring

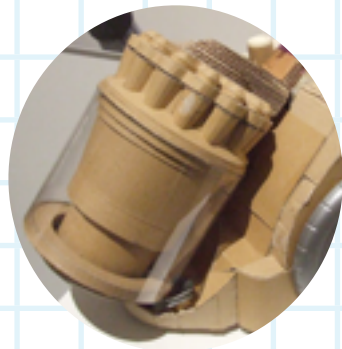
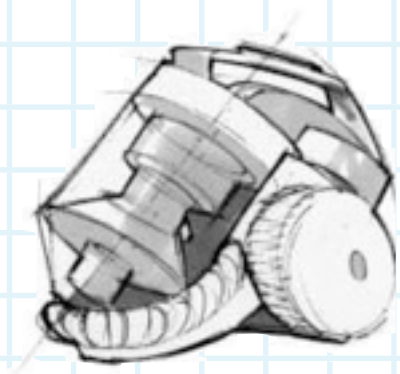


1

Engagement

> uptake rate

# measuring



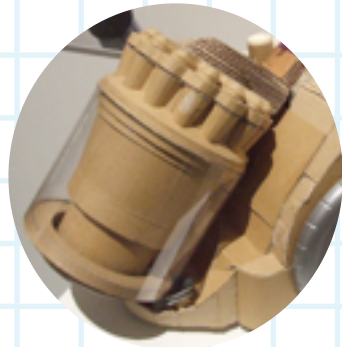
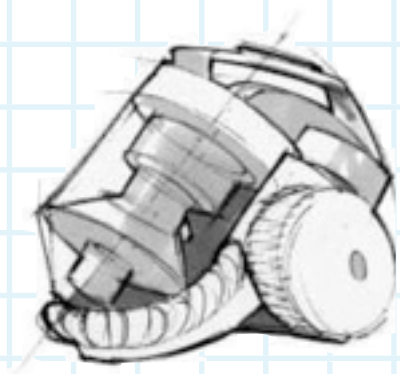
2

## Change

- > energy exertion
- > dirt removal
- > durability



# measuring



3

## Consequences

- > costs
- > scale





testing & measuring  
from products to people





'tough' reality

- more good people
- more leaving house
- more fun, together
- less fighting
- greater sense of future



‘thriving’ ideal





the idea

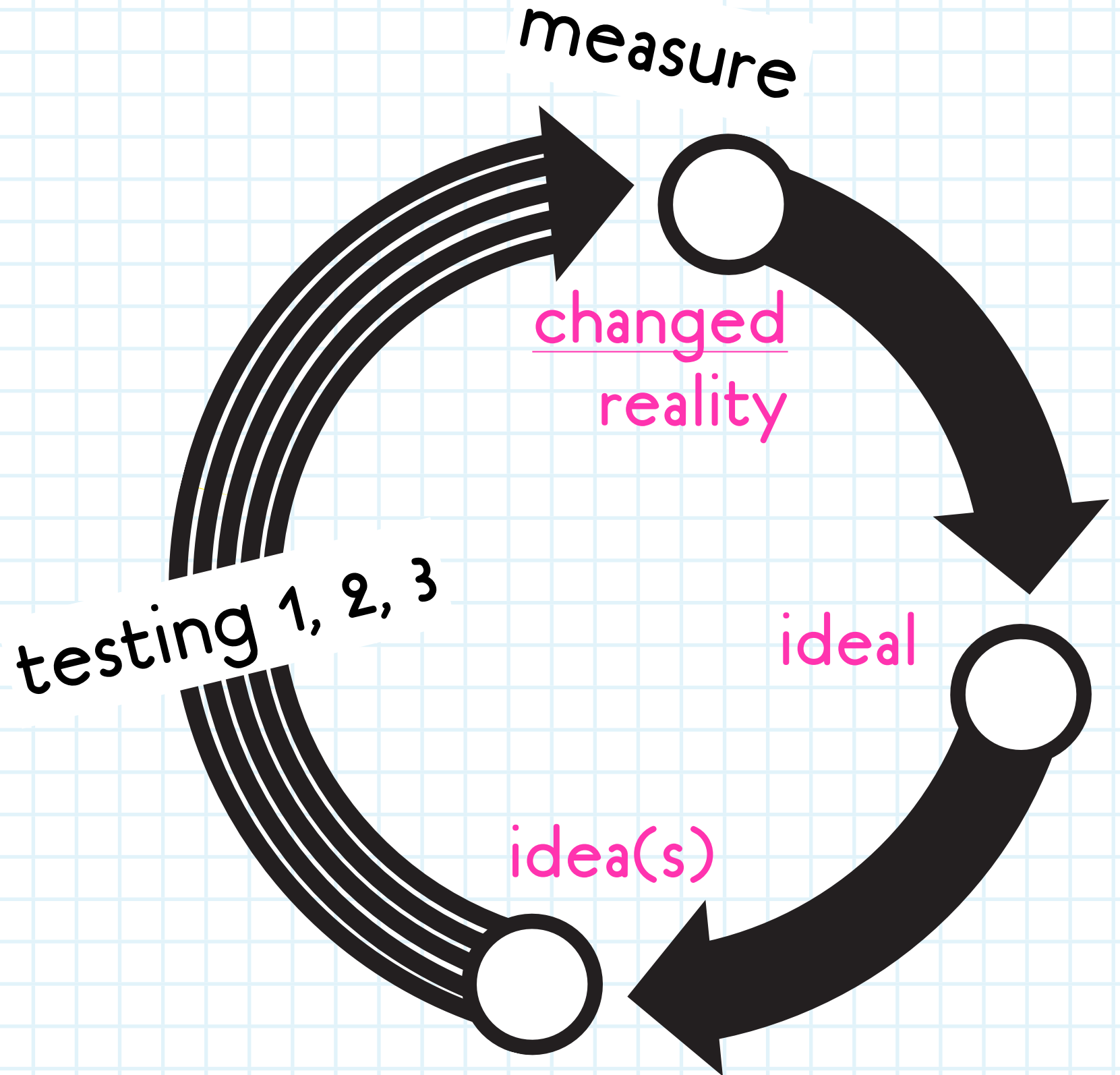
FAMILY  
BY family

THE AUSTRALIAN CENTRE FOR SOCIAL INNOVATION





# the feedback loop



# measuring

①

engaging, for whom?

②

change, for whom?

③

consequences, for whom?



1

engaging, for whom?

testing the value proposition







2

change, for whom?

testing the interactions

look / feel

dosage

sequence



# really, a set of interactions

recruiting

matching

goal setting

modeling

opportunities for practice

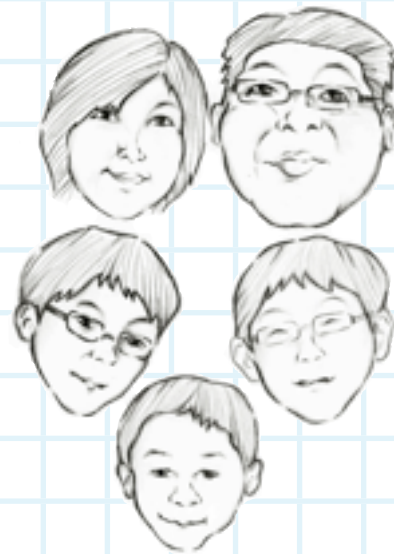
coaching



# interactions are 'action' scenes



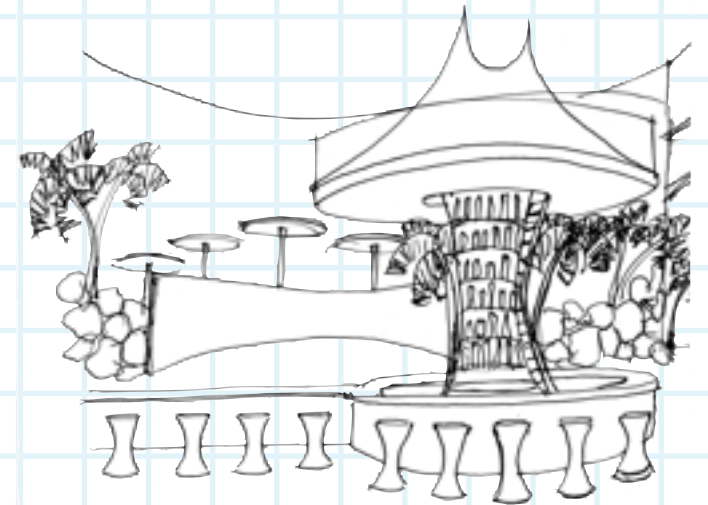
**script / sequence**



**roles**



**props**



**setting**



100+

---

3

# consequences, for whom?

## testing the tradeoffs

inequalities

cost

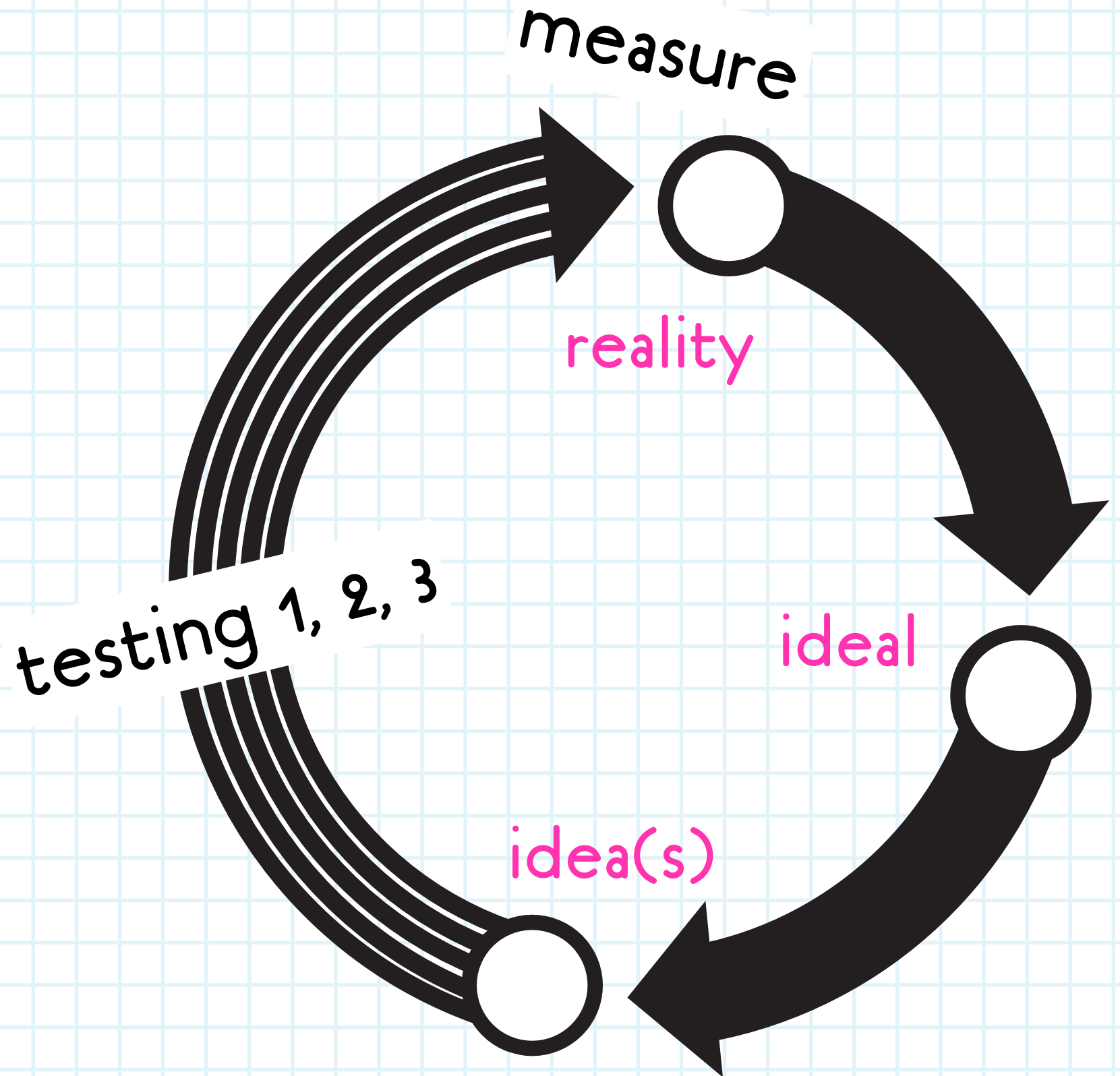
scale



# let's apply

Break down your idea into a series of interactions.

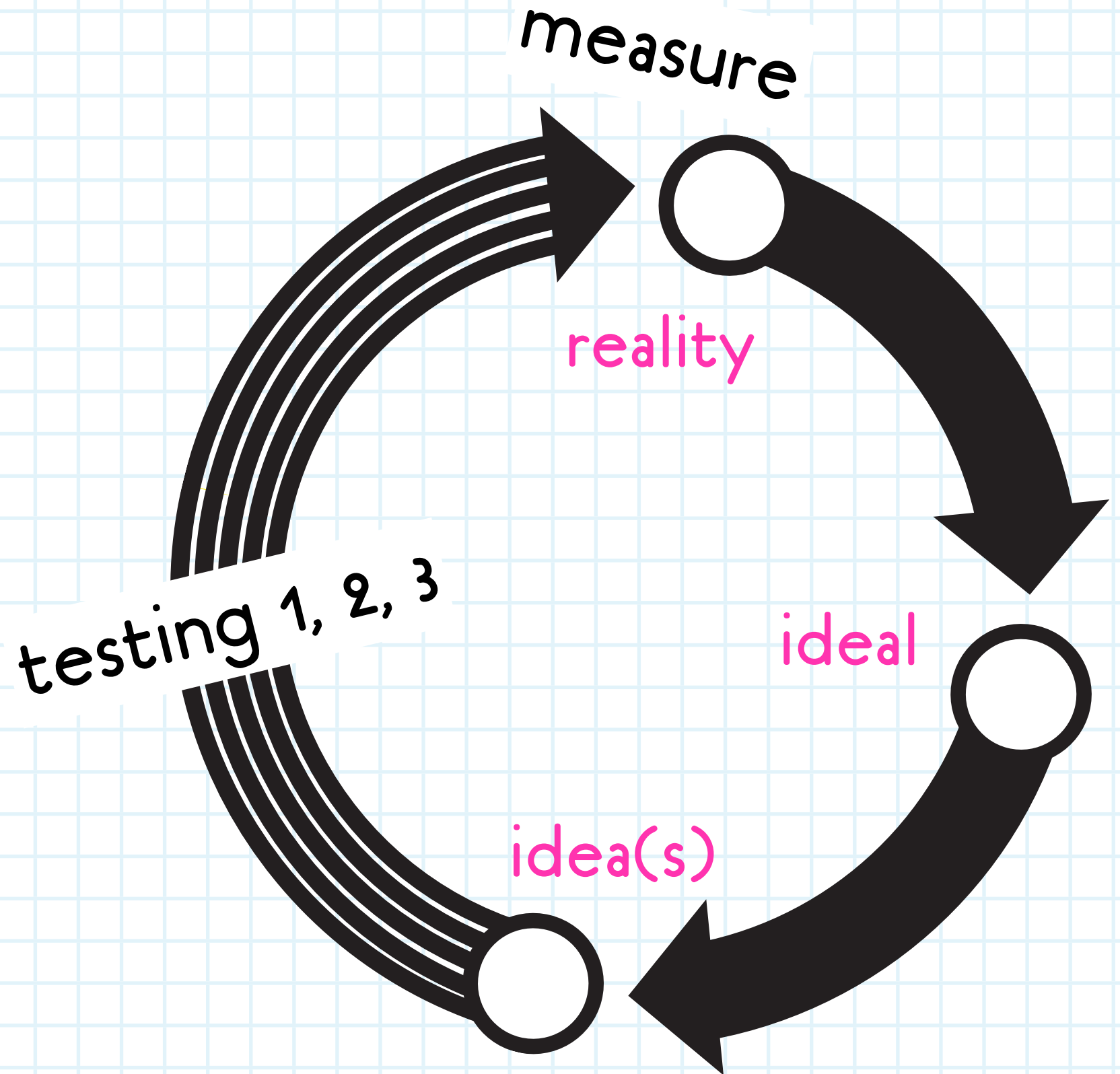
How do these interactions close the reality-ideal gap? for whom?





let's apply

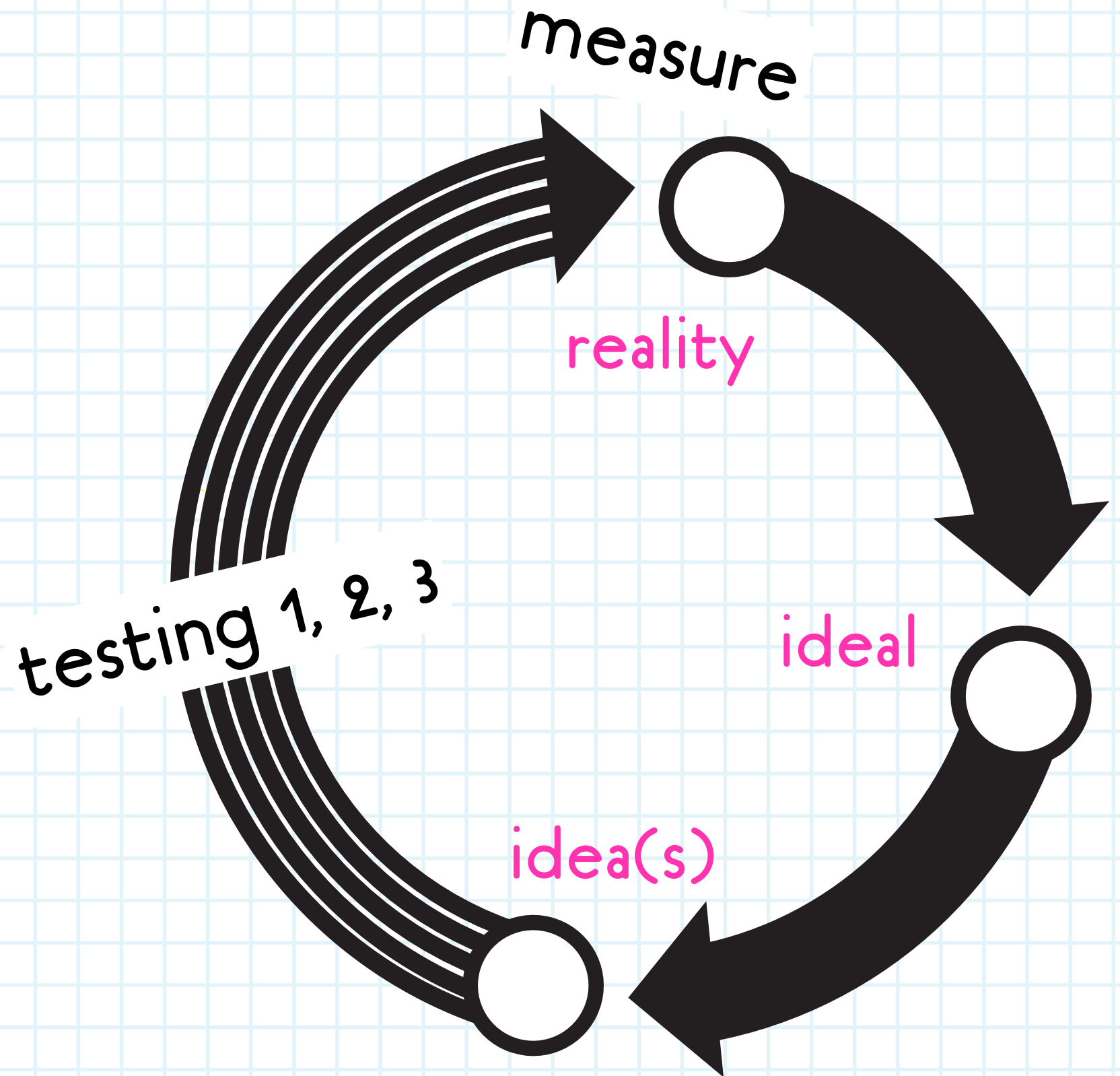
What's your value proposition, for whom?





# let's apply

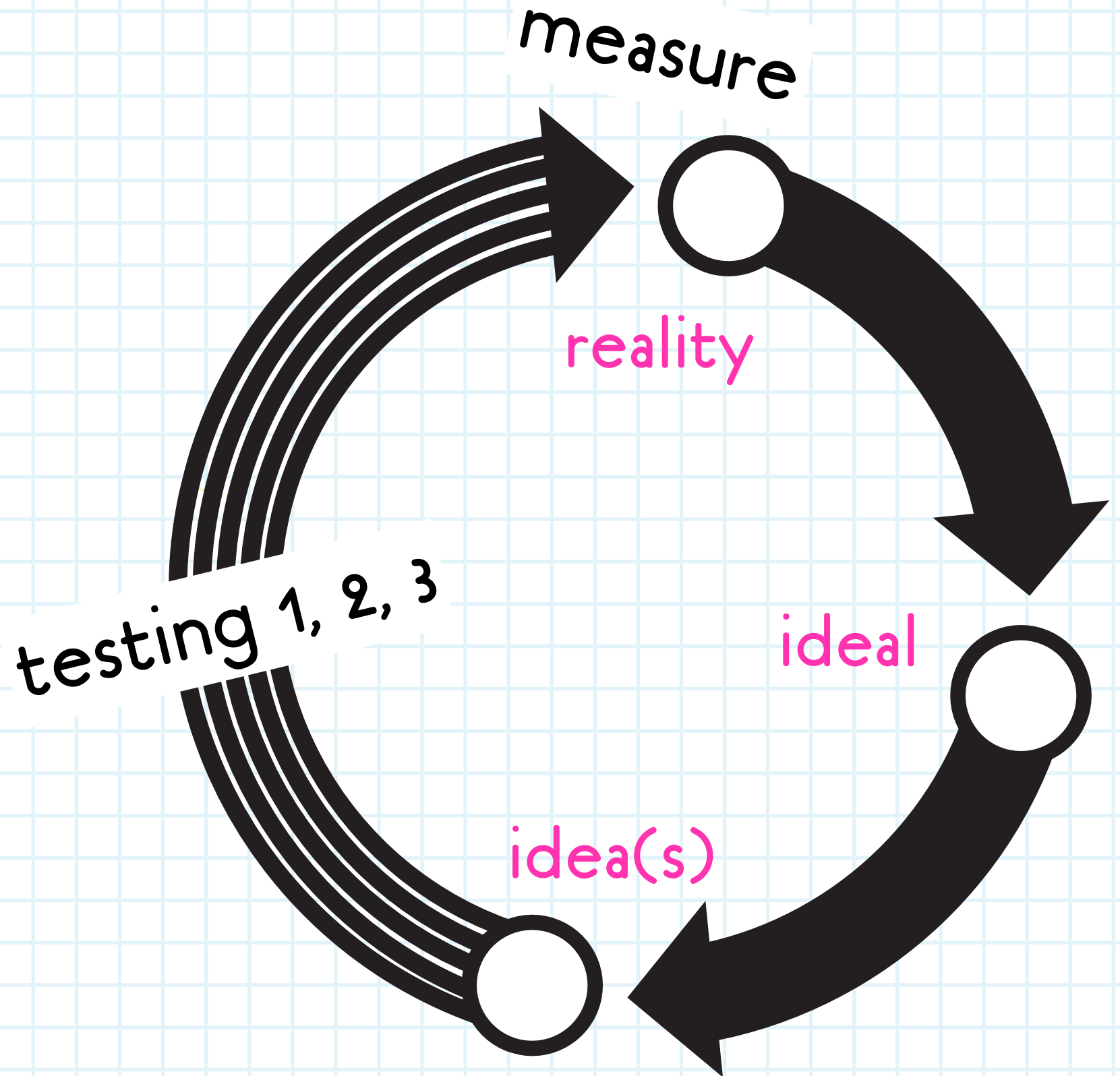
How can you test  
the component  
parts of each of  
your scenes?



# let's apply

How will you  
measure whether  
reality is changing?

How about the  
unintended  
consequences?



**“I have not failed.  
I've just found 10,000  
ways that won't work.”**

**Thomas Edison**

**thanks =)**

**/email/**

hello@sarahschulman.com

**/book/**

www.sarahschulman.com

**/coming soon/**

www.inwithforward.com