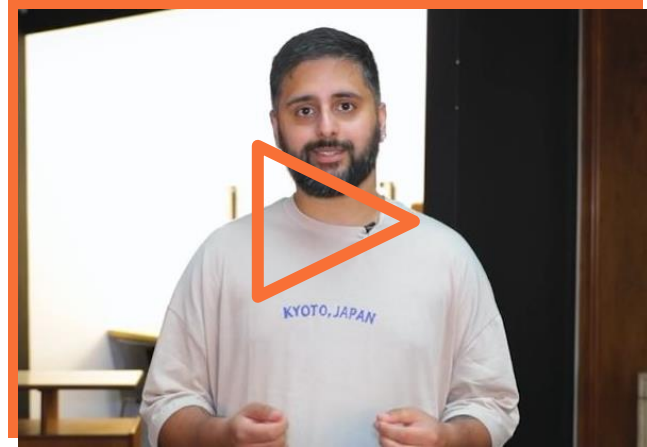


Iterate Checklist

One of the challenging things about working in this way is we're never done!

Once a solution is live, it's important to understand how it's performing, how it's impacting the performance of others and how you could improve it.



Here are the steps to get these things done in the Iterate stage of a learning project:

- Revisit the hypothesis and outcomes we uncovered in the Define phase.
- Look for data to show a shift in the outcomes – for example have conversion rates gone up?
- Look at how people are interacting with our solution - use NPS, data from Google Analytics and so on.
- Identify patterns in the data by analysing it. What story is it telling us? Are people behaving as we'd expected? If not, why not?
- Supplement the analysis and data with user observation testing. Look at what's really happening.
- Present findings back to the stakeholder with recommendations.
- Ask for extra project sponsorship, budget or resource to support iterations. It's a good idea to build in the idea of iterations at the design stage to manage expectations.
- Go back around the 5Di loop to improve the design.

