Rapid-fire Testing: Getting started

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What is rapid-fire testing?

- Randomized control trial
- Objective: rigorously test tweaks to product or service
- Outcomes measured over 7 days - 6 months
- Feedback loops & iterative design
Assembling a rapid-fire test

Hypothesize
- Understand client objectives, usage & preferences
- Identify potential touchpoints for behavior change

Design
- Simple to deploy
- Simple to measure
- Identify outcomes & data sources

Engage
- Champions
- Key resource staff
- Barriers to implementation

Sample size
- Implementation plan
- Measurement plan
- Feedback loop

Deploy
- Pilot test
- Train & monitor
- Be nimble

Iterate & Redeploy
- Know what success or failure looks like
Case study: SMS Messaging

- Identified limited attention as one barrier to saving
- Designed menu of viable SMS
- Engaged stakeholders at multiple levels
- Coordinated research design & planning
- Deployed & monitored
- Analyzed & ....?