Cool Ideas --> Experiments

April 2014
Jessie Wild Sneller

"The more often organizations experiment, the faster they gain data to inform the next potential breakthrough."

Stanford Social Innovations Review, "Experimentation: a Shortcut to Innovation"

Two primary areas of innovation:

1

Creation of something new

2

New thinking of existing processes / systems

Step 1	Step 2	Step3
problem identified	**solution** for problem	**test** of solution

CCBYSA2.5 by User:Huhsunqu

Step 1: identify the problem to solve

Where are their blockages to efficiency?

Where are their barriers to effectiveness?

What are the technological gaps of your target market?

What would the Wiki-world look like at its best?

?

Step 2: develop a solution for the problem

- What's one specific way of attacking part of your identified problem / challenge / need?

- How could you test this solution to the problem (*the plan*)?

- What is needed in order to test the solution *(the tools/resources)*?
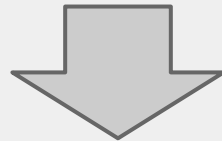
Desirability; feasibility; viability

Step 3: conduct an experiment

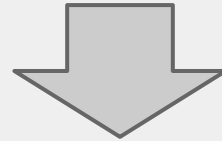| Stage 2-3			Stage 3	
PLAN: how will you do this?	**TOOLS:** what do you need in order to do this?	**MEASURE:** how will you know if it works?	**IMPLEMENT:** how to execute and adapt your plan?	**LEARN:** what can be tweaked or replicated?

"In God we trust, everyone else bring data."

Source: quote from Bloomberg Philanthropies

Case Study: Wikisource IEG grant

1 - problem	2 - solution	3 - experiment

1 - problem

- Growth on Wikisource was flatlining

- No articulated strategy existed as a community

- No sense of "community" as a group

2 - solution

- Conduct a global dialogue to identify the *specific barriers* for Wikisource contributors
  - Community survey
  - Online conversations

- Organize Wikisourcers into a *user group*

- Bring Wikisource as part of the mainstream conversation

3 - experiment

- Survey across 11 languages

- User groups with over 40 members

- Development of several tools to fix specific Wikisource technological gaps

- Anniversary edit-a-thon

- ….impact metrics ….

Case Study: Wikisource IEG grant

Contributors on Wikisource
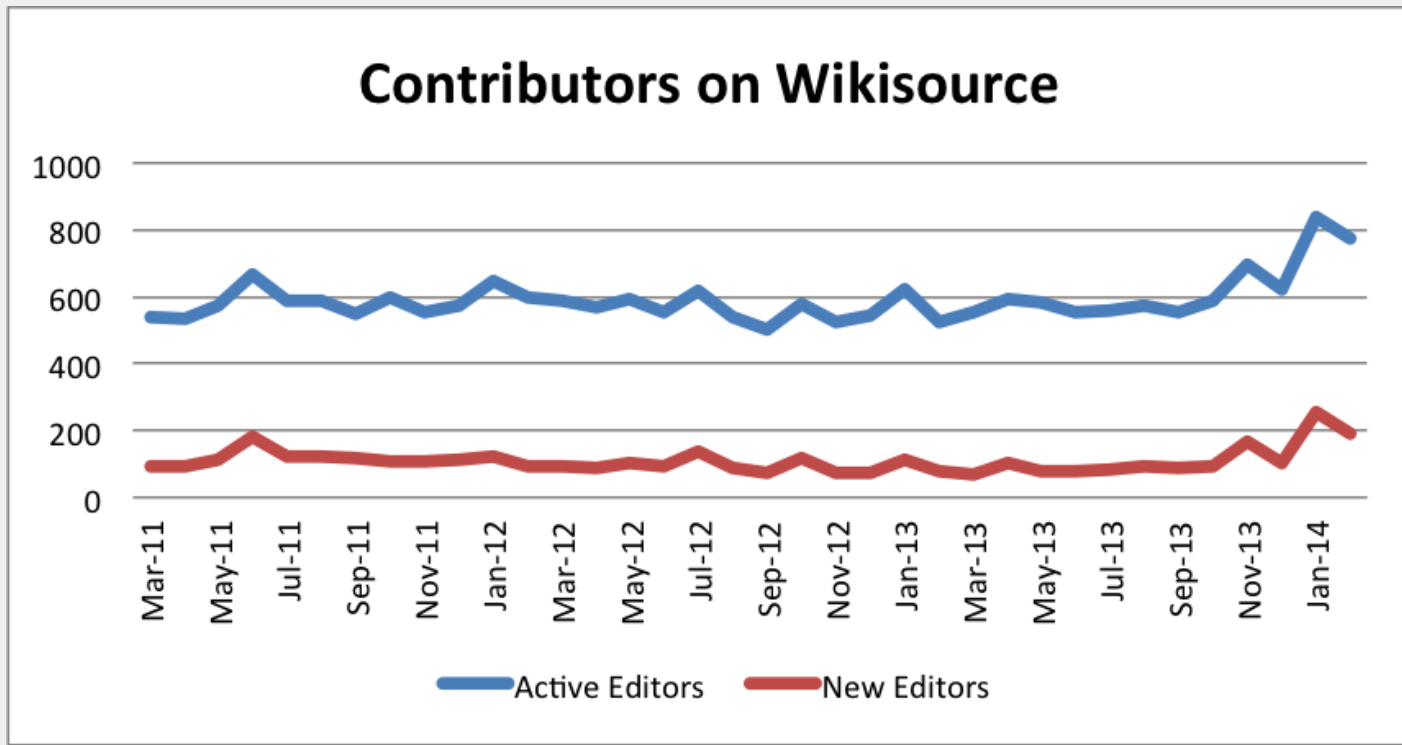
A few key collaboration tools exist for support

Design and collaborate on creative projects on **IdeaLab**	Evaluate your projects with help from the **Evaluation Portal**	Learn from the experiences of others (and share!) with **Learning Patterns**

IdeaLab (Design and collaborate on creative projects on)

EVALUATION PORTAL (Evaluate your projects with help from the)

a **learning** pattern *i* for: outreach, event

Six account limit

Problem:
You are going to give a workshop on how to edit Wikimedia projects or going to get students in a school or university to edit for the first time. No more than 6 people will be able to create their own accounts from the same IP.

Solution: The solution avoids people being unable to create accounts - and hence frustrated! - and saves a large amount of time spent in trying to solve the problem during the activity.

image credits: Heatherawalls, Jmorgan (WMF)

Debunk the myth:

1 Innovation is too risky and won't be funded

2 WMF will not help in developing a plan

Thanks for listening!

Now it's your turn - any questions?