

Core elements when running an experience lab project

We have found this methodology useful in a social care and support context where there are many perceived and actual risks when developing and implementing changes. Although, we don't believe there is one way to run an experience lab, we however, offer this framework process to support others to test out this way of working. We would suggest that you do not move through the stages of this process until the aims and milestones of each stage have been realised.

Setup - session 1

People: Project partners

Aim: Clearly explain what you want to test and the outcomes your experience lab aims to achieve.

Recommendations: Take time to reach an agreement with project partners about what is being tested. It is essential to be clear about the following: a) who should be involved in order for the lab to be realistic; b) what the current experiences of a situation/location are; and c) if people need to be prepared or to undergo any training before taking part in the lab. NB: If you do want to conduct any training we suggest this as an additional element to this framework.

Setup - session 2

People: Everyone involved in the experience lab.

Time: 3.5 hours

Aim: Define what you want to test

Objectives: Enable everyone to get to know one another and to feel comfortable about working together. Share perspectives about what is being tested. Establish an individual baseline of what current experiences are like. Establish a group agreement about the kind of experience people would like to have. Identify what needs to change in order to enable this experience to be realised.

Setup - session 3

People: Everyone involved in the experience lab.

Time: 3.5 hours

Aim: Co-produce the lab

Objectives: Using the brief created during Co-Design Session 1, reach an agreement about where this experience would ideally take place (to help you understand the environment), and the time frame. Design and develop prototypes that will support the 'creation' of the experience you want to test. Reach a group understanding about the expectations around the use of these prototypes. This process aims to open up

discussion about roles, approaches and styles of conversation that are necessary to understand attitudes and behaviours that influence this experience.

Experience lab

People: Everyone

Time: 1 day

Aim: Test and reflect upon the co-designed experience

Objectives: Enable everyone involved to experience what has been designed. Try and make this experience as authentic as possible. Share reflections about peoples' experiences and evaluate the process designed to support this experience.

Consequently...

You may want to continue to reflect and develop this experience with the people involved. Alternatively, you may want to conduct research into the impact of this lab over a period of time. In instances where the lab has been used for learning and development purposes it could also be scaled up and developed throughout organisations.