Innovation Strategy

WPS

April 14, 2014

Innovation project measurement has three steps: Plan, Test, and Report

Plan

- Set scope of innovation project
- Determine the goals of the project and define "success" for the roll out
- Finalize testing plan and strategy for data collection

Test

- Leverage a combination of focus groups, user feedback, and site observations to measure usage and collect user opinions

Report

- Share results with stakeholders and WPS leadership
- Document formal recommendations and findings, including whether investment is worth further implementation

The Innovation team should leverage a combination of all three testing options during each pilot program

Plan

Test

Report

Testing Options		
Surveys	**Site Observations**	**Focus Groups**
• Keep it short and simple • Provide open text fields for open-ended user feedback • Utilize different format options at the same time • Remember, a comment box or sticky wall can be easier than QR codes or online surveys	• Create symbol "code" that allows for quick documentation of how people use space • Set duration of observation to match need • Avoid influencing feedback • Potential to automate with cameras or motion sensors	• Focus groups should always be held after end of testing phase, regardless the size of the project • Allows for comparison between actual use and perceived use of the space

Testing methods should be flexible based on the size of spaces piloted

Plan

Test

Report

Testing Space Sizes		
Small (<$.1M)	**Medium ($.1-$.5M)**	**Large (>$.5M)**
• Pilots of single offices or conference rooms	• Pilots of several small rooms or meeting areas	• Multi-site test or large meetings spaces (e.g. The Zone)
• User feedback should be collected through mandatory surveys and a concluding focus group	• User feedback should be collected through optional surveys, comment boxes, and a concluding focus group	• User feedback should be collected through optional surveys, comment boxes, and a concluding focus group
• Site observations optional; consider using a partner (e.g. admin) to take notes on space	• Site observations can be short visits at random intervals	• Site observations can be a combination of short visits at random intervals and longer "sit-in" sessions
	• Identify LOB client "champions" that will get associates excited about space and motivate participation	• Consider publicizing in WPS Communications
	• Consider incentivizing	• Consider incentivizing

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Next Steps

- **Develop "key" for future site observations**

- **Engage Communications team to develop strategy for "Large" projects**