

Intervention Option Testing Template

What is testing and why is it useful?

Testing (or prototyping) is building a basic version of a product, program, or service and collecting real-time feedback from its intended audience. Prototyping lets you test out different components of a program or a potential service on a small scale and make adjustments before investing considerable resources in the entire program. Testing can also help us answer the question, “Why are we doing this? Is it even the right thing?”, by helping identify and test our assumptions in the real world.

By testing your intervention option and collecting specific data and feedback from a subset of your intended audience, you have time to tweak and adapt your intervention model to better meet your overall goals before you launch a large-scale implementation project.

How to use this template

This template is designed to help you think through the process of trying out key elements of your chosen intervention. As you work through this document, the questions will help you develop a testing plan. Each test will last no more than a few days or a week. There are also two example templates to help guide you through this process.

To develop your testing plan, fill out each section of the template in order from 1 to 8 as it relates to the specific goals and needs of your chosen intervention in your unique food retail setting. Use this template as a roadmap for planning a test of your chosen intervention option with your food retail partners.

1. What are we testing?

Enter the meal box or rewards program option you selected with your food retail partner using the decision tree support documents in the intervention model.

2. Who is on our testing team?

Consider the skillsets you need to test this intervention option. Are they people on your team; who? Are they people in the food retail environment; who?

- What technical skills are needed for this intervention option?
- Who will be responsible for marketing and outreach?
- What about nutrition education?
- Who will collect and analyze data?
- Who at the store or regional level will inform metrics, implementation, etc.?
- Whose might we need buy-in from (e.g., State or Regional Coordinator)?

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3. Who is the intended audience of our intervention? What do we know about them?

We learned the following from our Inspiration sessions with caregivers of young children (0-5). They:

- Value time-saving services in the food retail environment
- Value services that reduce cognitive burden to help them budget and staying at a fixed cost
- Value kid-friendly meals and engaging kids in shopping and cooking

What additional unique needs, values, and desires have you identified about your priority audience? Things to consider: Transportation needs/modes of your audience, cultural or regional food traditions and food preferences of your intended audience, etc.

4. What are we trying to learn through prototyping?

- How well aligned is the intervention option we have chosen with the desires and needs of our intended audience?
- What assumptions have we made that we need to test out?
- Will a sufficient number of people in our intended audience use/purchase/engage in this intervention audience to make it time and cost effective?
- What specific questions are we trying to answer that are unique to our food retail environment and/or intended audience?

5. What resources do we need to try out our intervention option?

Think about the materials, people, and resources needed.

- SNAP-Ed IA Inputs
 - Staff support
 - Materials

Examples include recipe cards, marketing materials, etc.
- Food Retail Partner Inputs
 - Staff support

Examples include someone accountable at the store, POS/IT manager, etc.
 - Materials

Examples include refrigerated storage space, designated shelves, rewards cards, POS systems, etc.

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6. What is our plan?

Timeline

- How much time do we need to prepare to test our intervention option?
- How much time do we need for the actual testing phase for our intervention?
- How much time do we need to review the test data and feedback?
- How much time do we need to plan our next iteration?

Testing Plan

- What main assumptions are you testing?
- What kind of data will you need to collect to test your assumption?
- Consider questions like: When will you launch a test of your intervention option: a weekday? Weekends? Where in the store they will be located? Who will be assembling the prototype product?

Data Analysis Plan

- Consider questions like: How will we collect and review the feedback data? Who will report out on the data? What happens next after we review the data? Who makes decisions about what to do after data are collected and shared?

7. How will we know if we're on the right track?

Our team, including our food retail partner, will feel confident that we are on the right track if

(e.g., there are X meal boxes purchased in the week we offer them, X of people sign-up for the rewards programs).

Measure	Data Collection Method	Data Collection Item	Goal for Prototyping (threshold goal)	Actual Results

8. What did we learn?

How did the test of your chosen intervention option align with your chosen metrics for success in step 7? What does the qualitative feedback from your target audience tell you about your chosen intervention option?

Based on what we learned, what changes do we need to make next?

What are the ways in which your intervention option could be better?

Do you need to adjust your communications/marketing approach? Should you make tweaks to the content of your intervention option to better align with your audience's expressed wants?

What are our next steps?

Another round of testing? Moving to full implementation? Something else?

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