EVALUATION FOR INNOVATION:
SHIFTING OUR EVALUATION PARADIGM TO SECURE OUR FUTURE

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PILOT PITFALLS
sample size
PROGRAM EVALUATION
EXPLORATORY RESEARCH

Approaches
- Literature reviews
- In-depth interviews
- Ethnography
- Exploratory data analysis

Answers
- Who, where, when, how, why

Does not answer
- How much

Finding the question is often more important than finding the answer —Tukey (1980)
RAPID PROTOTYPING
Prototype, Review, Refine, Iterate: Fail quickly and cheaply
FIELD TESTS
Key Components
Small sample size
Shorter time frame
Gather feedback on all phases
Recruit “friendlies”

Answers:
Can customers install?
How does equipment function?
Are vendors qualified and reliable?
What is the user experience?

Usually does not:
Forecast savings to the general population
Generalize results to the population

*Small scale, but test everything = Risk Management*
PROGRAM PILOTS
Key Components
Recruit from target population
Ecological validity
Experimental and quasi-experimental designs

Answers:
Is this program scalable?
What are the costs of delivery?
What are the expected installation rates?
What energy savings do we expect?
What non-energy impacts do we expect?
How does the program affect satisfaction?

Not well-suited to identify:
Customer needs
How to meet needs
Viability of new approaches

Mini versions of full programs
CONCLUSIONS

BENEFITS OF BROADENING RESEARCH AND EVALUATION APPROACHES

Flexibility  Costs
Risk-management  Future Evaluability
CONTACT

We’d love to hear from you!

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