

ILLUME

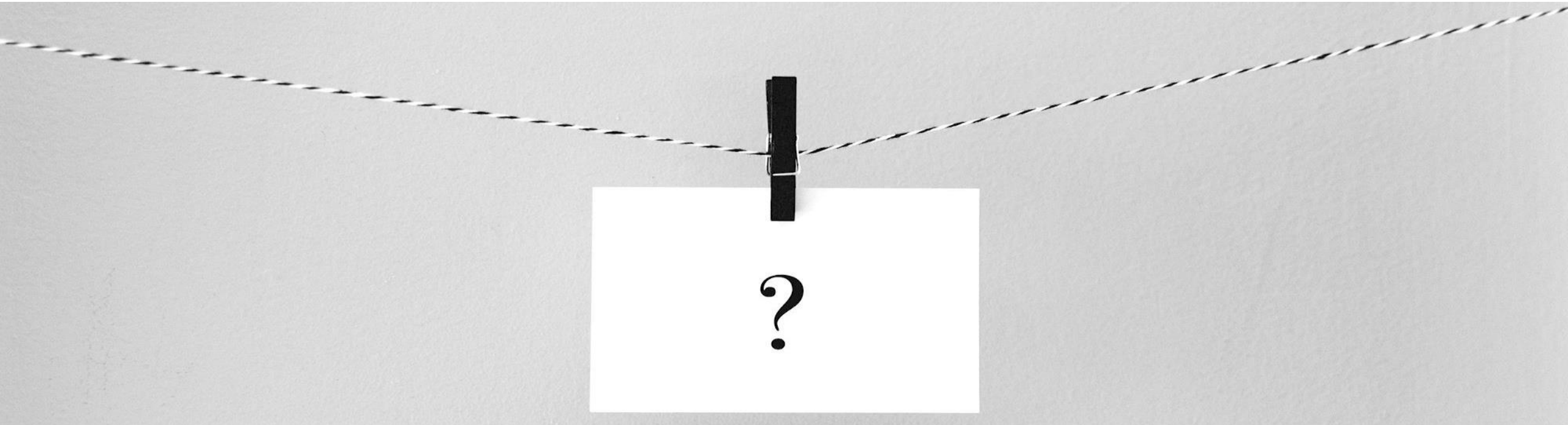


# EVALUATION FOR INNOVATION: SHIFTING OUR EVALUATION PARADIGM TO SECURE OUR FUTURE

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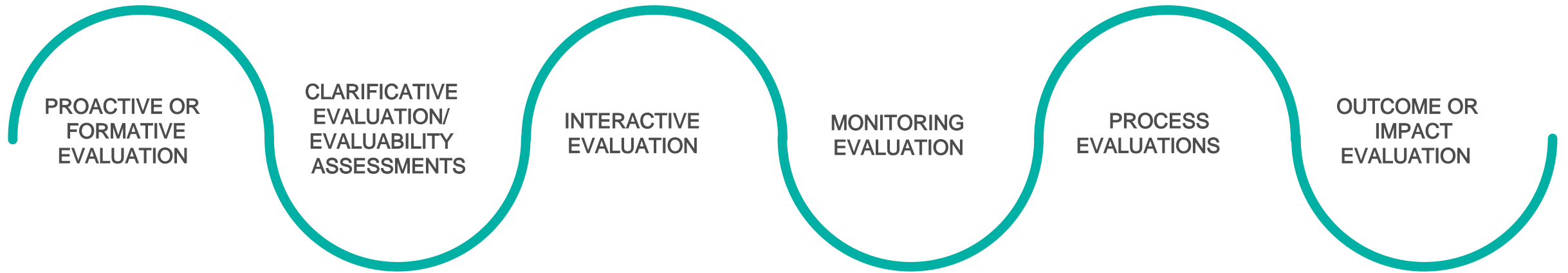
# PILOT PITFALLS



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# PROGRAM EVALUATION



# RESEARCH METHODS

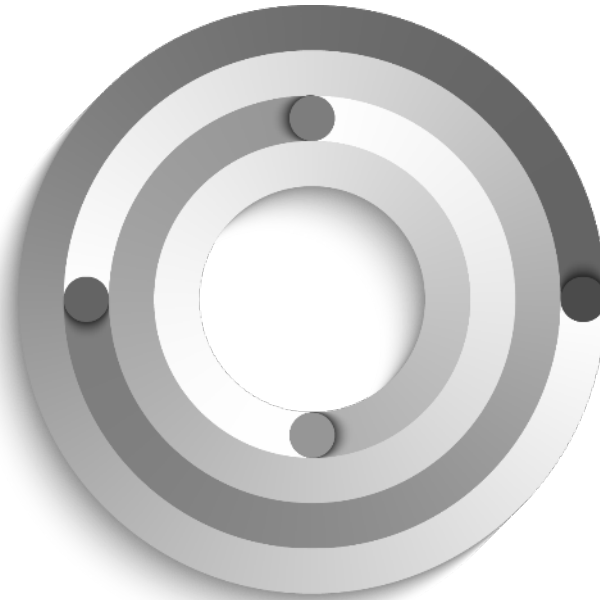
## EVALUATION METHODS

EXPLORATORY  
RESEARCH

PROTOTYPING

PROGRAM  
PILOTS

FIELD  
TESTS





# EXPLORATORY RESEARCH



# EXPLORATORY RESEARCH

## Approaches

Literature reviews  
In-depth interviews  
Ethnography  
Exploratory data analysis



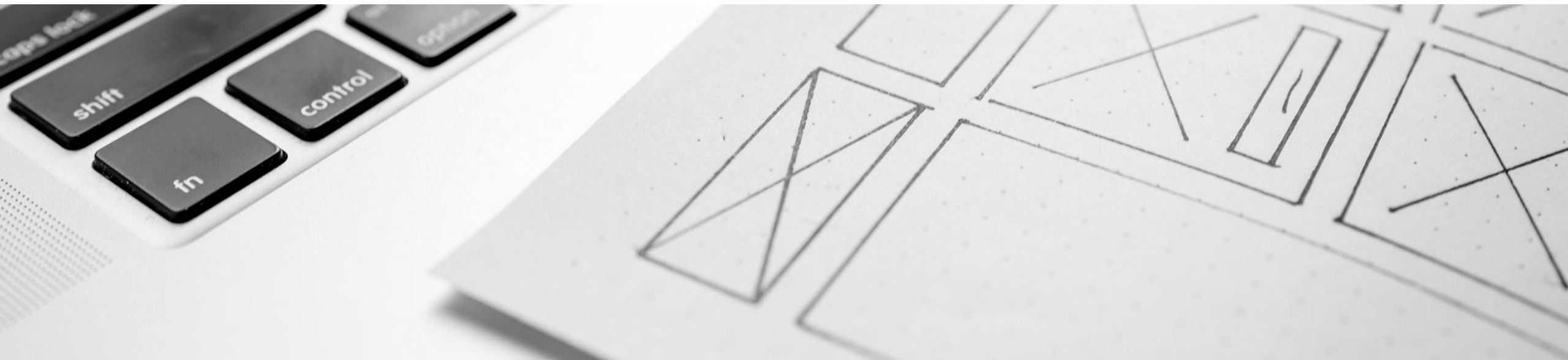
## Answers

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

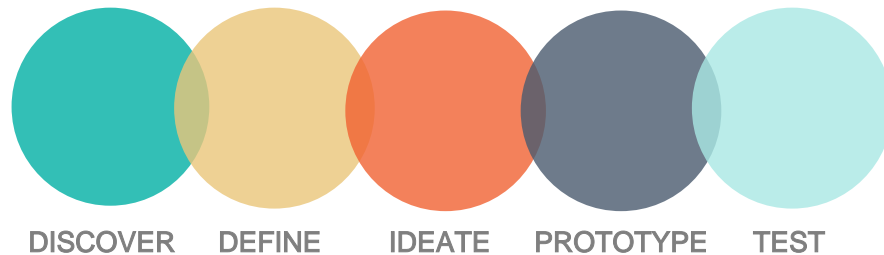
# RAPID PROTOTYPING

## Key Features

Component of Design Thinking

Anything customer can interact with

Iterative process



## Answers

What do customers need?

How to best meet the need?

How customers interact with solution?

## Does not answer

“How much” or estimate market sizes

*Prototype, Review, Refine, Iterate: Fail quickly and cheaply*



FIELD TESTS

# 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

# 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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