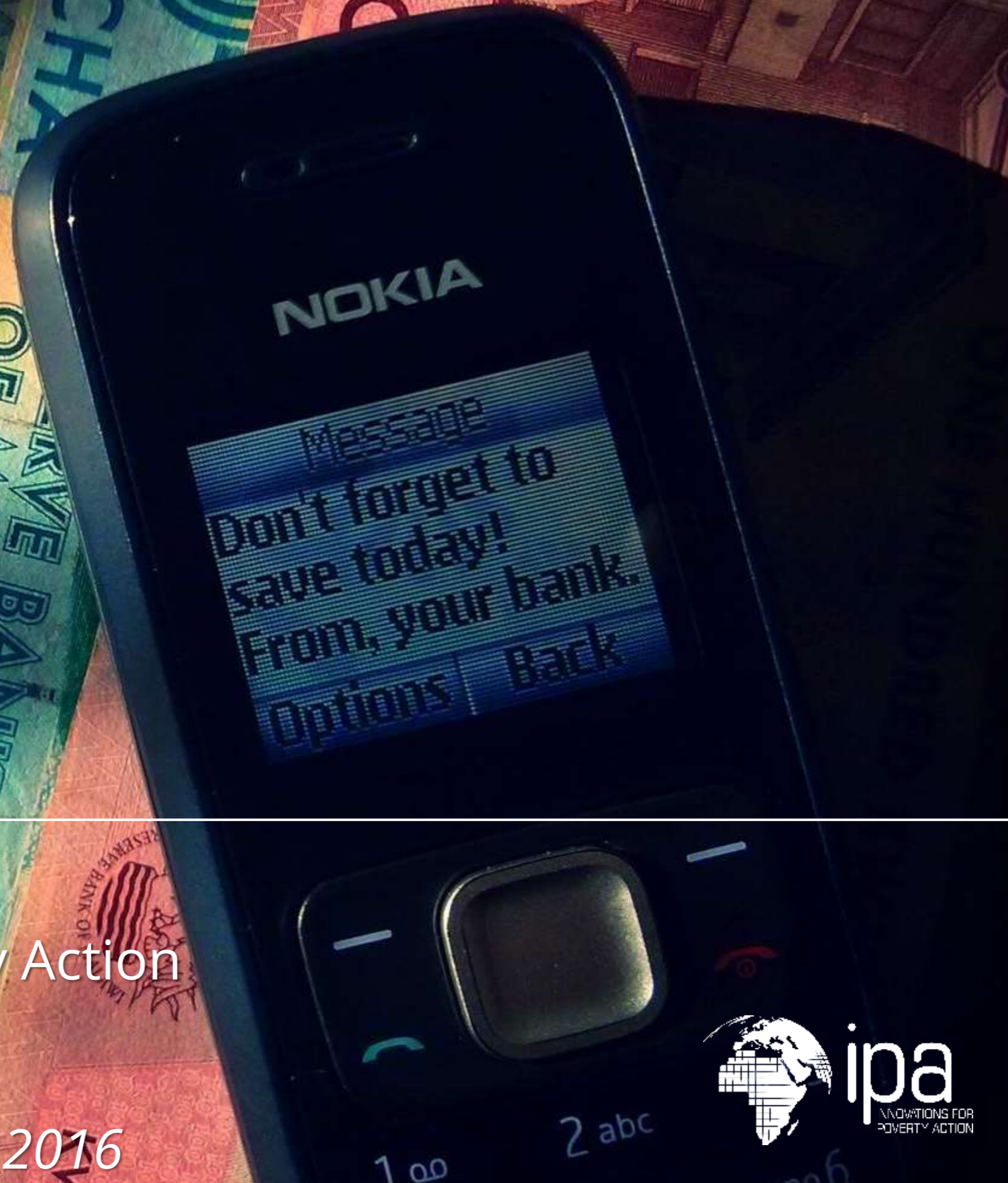


Rapid-fire Testing: Getting started

Aaron Dibner-Dunlap

Program Manager | Innovations for Poverty Action

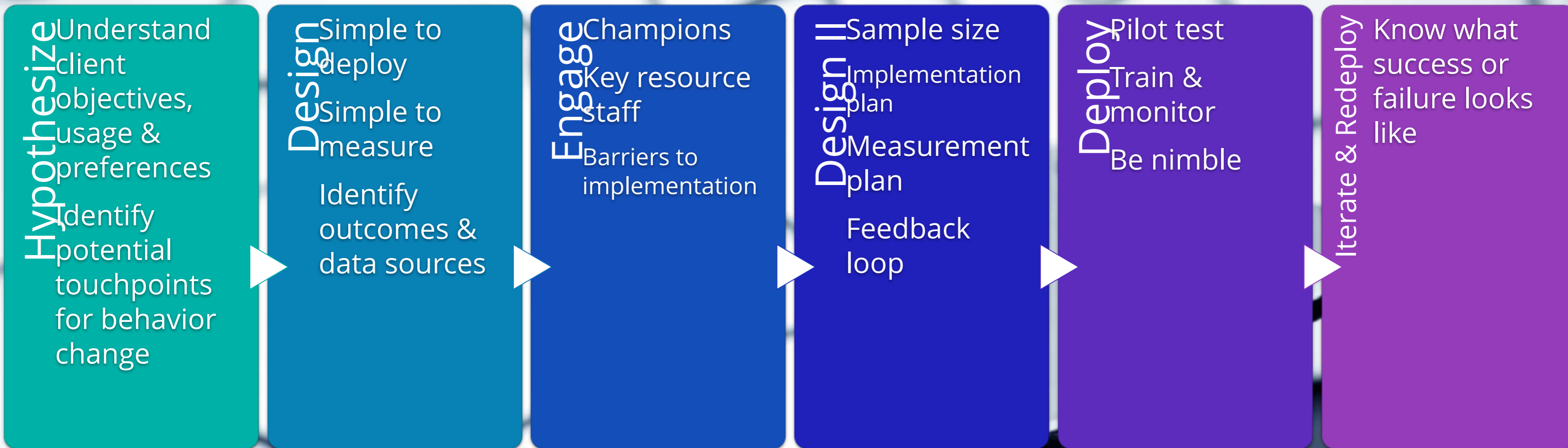
JPMorgan Insights Workshop | September 28, 2016



What is rapid-fire testing?

- Randomized control trial
- Objective: rigorously test tweaks to product or service
- Outcomes measured over 7 days - 6 months
- Feedback loops & iterative design

Assembling a rapid-fire test



Case study: SMS Messaging

- Identified limited attention as one barrier to saving
- Designed menu of viable SMS
- Engaged stakeholders at multiple levels
- Coordinated research design & planning
- Deployed & monitored
- Analyzed &?