



## IMPLEMENTATION | STAGE 5

### Pilot your nudge

During this stage, you'll engage in rapid validation to test your intervention. Piloting will allow you to understand what works and what doesn't before you commit extensive resources to the project. With the data you gather from the pilot(s), you can decide whether to move forward, pivot, or end the project – and you'll have the evidence to support your case to stakeholders and funders.

Consider deploying one or more rapid validation techniques. Some examples from the [Design Thinking Toolkit](#):

- A *vapor test* offers a product or service that does not yet exist. Vapor tests will help you answer the question, “Does anyone want this?” and generate credible evidence for demand.
- A *fake front end* involves putting a simulated version of a product – one that doesn't yet actually perform the intended function – into the hands of intended users so that you can observe if and how it will be used in context.
- A *fake back end* is a temporary, usually unsustainable, structure that presents as a real service to users but is not fully developed on the back end.
- A *mini-pilot* means testing an intervention on a very small scale, often using a fake back end.

Define the parameters of your nudge pilot.

- Will your nudge take place at the patient, provider, department, or clinic level?
- What are good checkpoints to assess your solution?
- How long will the pilot run?

Once you have assembled the necessary resources and set up your data collection mechanisms, execute the pilot using an iterative approach: pilot, evaluate, adjust.