

# R&D Aims

Programme / Project Title

Key Questions for this R&D Cycle

## Data-driven Potential

*What will the data let you do?*

- ☐ Describe what is happening
- ☐ Diagnose possible problems
- ☐ Predict what should happen
- ☐ Prescribe how things should be

1

Key Findings

4

2

# Data Collection

## Context

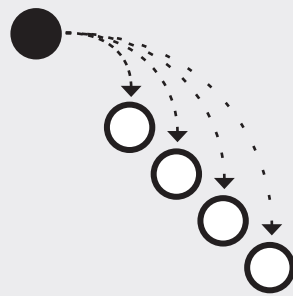
*Location(s),  
Media,  
Audience Size,  
Demographics*

## Strategy

*How will you identify change?*

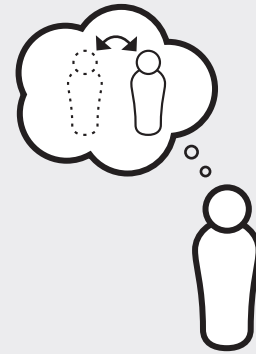
### Baseline & follow-up

Multiple measurements showing change.



### Self-reflection

Asking someone to think back on what has changed.



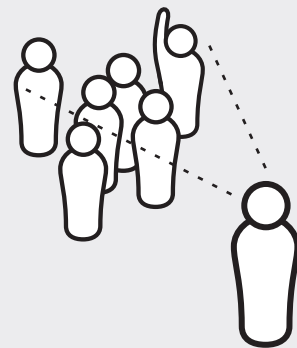
### Signals of change

A unique piece of data proving a change.



### Expert observation

An expert observing and documenting change.



## Indicators and Evidence

*What specific pieces of evidence will you capture to indicate that change has taken place?*

## Audience Engagement

*What tools/methods will you use to practically engage audience members?*

*You may want to produce more than one of these sheets if you are collecting data in very different ways.*



Use Data Collection  
cards from the  
Skeleton Tool Deck here

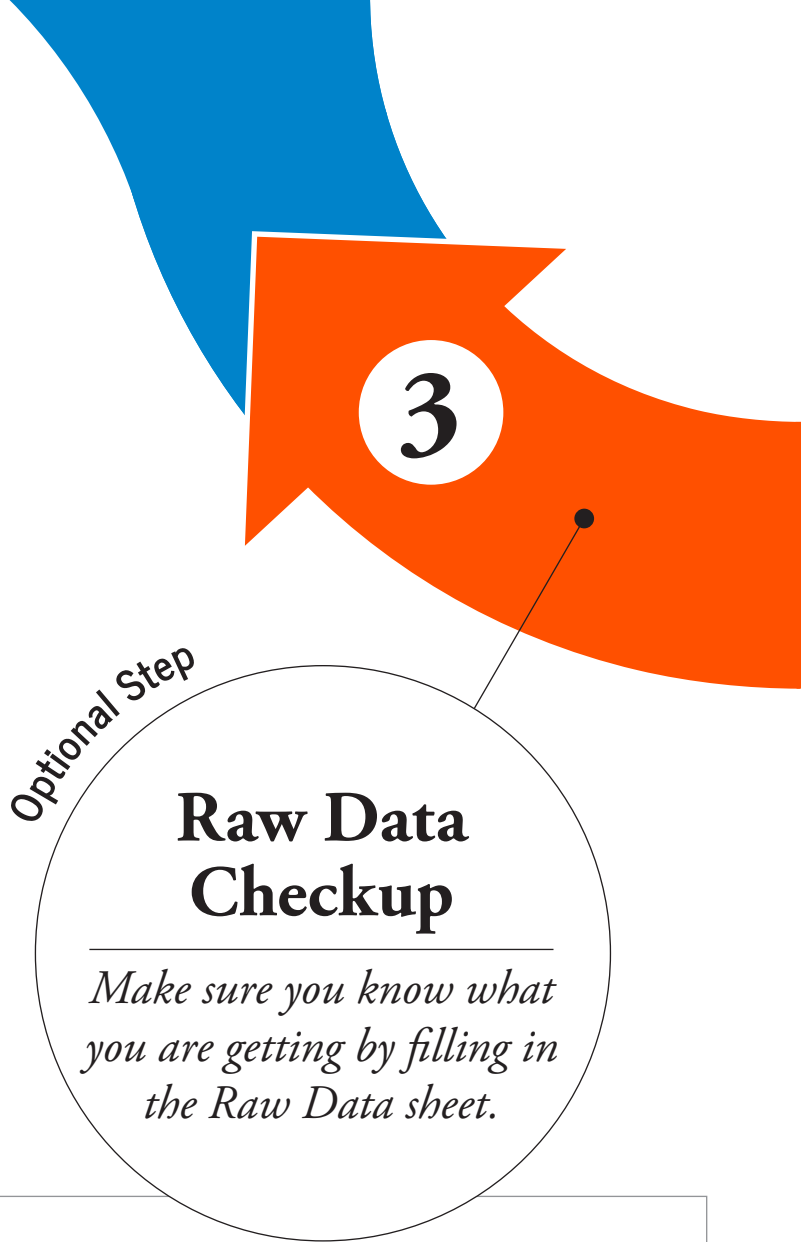
# Data Analysis

## Data Transformation

*To make the raw data usable how will you transform, digitise, transcribe or otherwise prepare it?*

## Analysis Methods

*How will you analyse the data, working from initial organisation through to sense-making?*



# Insight Implementation & Sharing

## Actions

*How will you put the insights you generate to work?*

## Future Connections

*Where might your insights be useful in the future?*

Beyond the Organisation

Organisation

5

Department

Team



Use Insight Sharing cards from the Skeleton Tool Deck here