



# QUICK WINS

A **Quick Win** is a small experiment that is designed to help you take a bias toward action and to learn more about the experiences of stakeholders...well, quickly. Quick Wins are especially useful early in a design process, after you have done some empathy research, but want to deepen your understanding of a problem.

These Quick Wins are small steps that can be taken with minimal planning and effort. They emphasize the mindsets of learning quickly, failing forward, and ceding power. They are also an additional way to gain empathy with stakeholders, specifically those at the margins, and to develop further insights into their experiences. As a scaffold on the way to developing your own pilots, Quick Wins also provide additional opportunities to interrogate biases and blind spots in the design process.

## STEPS

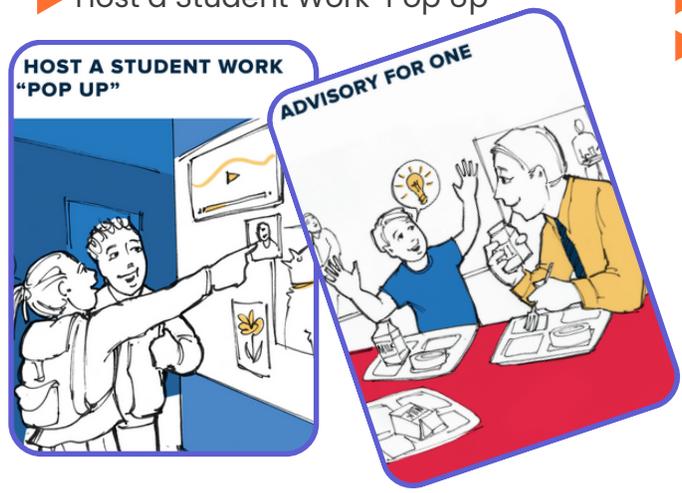
### 1 BEGIN WITH YOUR CURRENT FRAMING OF A CHALLENGE.

Pull out your "problem statement" if you have one, or simply name the topic you are working to address. Is there a stakeholder perspective that you need to understand more deeply? Is there an experience that you can observe in order to understand its effectiveness? Is there an insight that you unearthed during the empathy research process that you would like to dig deeper into?

### 2 SELECT A QUICK WIN THAT ALIGNS WITH YOUR CHALLENGE AREA,

or what you need to get a deeper understanding about. The activities are listed here, but you should explore the brief cards describing each in [this companion document](#).

- ▶ Bring a Student to a Teacher Interview
- ▶ Move your Desk for a Day
- ▶ "Hire" a Student Consultant
- ▶ Host a Student Work "Pop Up"
- ▶ Advisory for One
- ▶ Bring a Student to a Staff Meeting
- ▶ Check on the Student Safety Net
- ▶ Create a Live Poll
- ▶ Explore the Meaning of Grades



**Adapt the quick win as needed.** For example, shadow a teacher instead of a student or execute a live poll virtually.

### **3 EQUITY PAUSE.**

Review the five [equityXdesign principles](#) and consider which you are activating as you select and run your Quick Win.

### **4 BEFORE IMPLEMENTATION, MAKE A SIMPLE HYPOTHESIS.**

Write down what you expect to see or anticipate will happen as a result of the Quick Win so that you can reflect on your assumptions after the Quick Win is over.

### **5 QUICKLY PLAN AND EXECUTE THE QUICK WIN.**

Remember, the hint is in the name. Designate who will do what and make a plan for when this will happen. Take a bias towards action! A Quick Win is also a single pop-up event, not an ongoing project: it should be over and done in a hour or two, and last no longer than a single day. You can run multiple Quick Wins in a row, but each is separate so that you can stand it up and learn... *quickly!*

### **6 WHEN THE QUICK WIN IS DONE, REFLECT ON YOUR OBSERVATIONS AND ASSUMPTIONS**

Analyze what you learned to generate insights. Was your hypothesis true? Why or why not? Consider not only what happened during the Quick Win but also your team's ability to plan and take action. Ultimately, this should enhance, or even transform, your understanding of the problem you are working on.

## **SOURCES**

- ▶ ***“Quick Wins”** were created by the School Retool program, a collaboration between the Stanford d.school and IDEO. The original work is licensed under the [Creative Commons Attribution 4.0 International License](#).*
- ▶ ***Liberatory Design Deck**. Liberatory Design (<http://www.liberatorydesign.com>) is the result of a collaboration between Tania Anaissie, David Clifford, Susie Wise, and the National Equity Project [Victor Cary and Tom Malarkey].*

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