



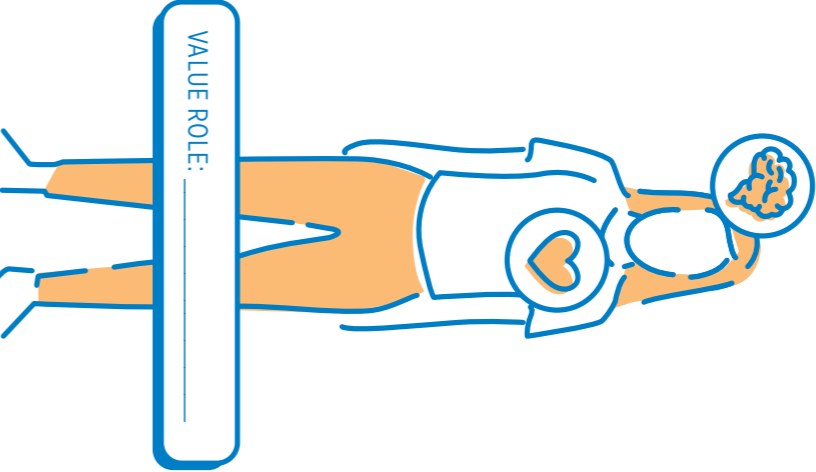


EVIDENTIARY REQUIREMENTS

This tool helps you assess what types of evidence are needed for your key value role stakeholders and what the strength of evidence you currently have is. It also prompts you to identify where you might need to develop more evidence to bring them on board with your innovation.

HEAD EVIDENCE	HEART EVIDENCE
ROBUSTNESS OF OUR EVIDENCE	CURRENT EVIDENCE ENGAGEMENT LEVEL
	
EVIDENCE TO HAND	EVIDENCE TO HAND
_____	_____
_____	_____
_____	_____
ROBUSTNESS OF EVIDENCE REQUIRED	REQUIRED EVIDENCE ENGAGEMENT LEVEL
	
ADDITIONAL EVIDENCE REQUIRED	ADDITIONAL EVIDENCE REQUIRED
_____	_____
_____	_____
_____	_____



VALUE ROLE: _____

IN THIS EXERCISE, YOU CAN CARRY OUT THE FOLLOWING STEPS

- 1** Identify which value role you are analysing (you will need to complete one of these for each value role persona you require evidence for)
- 2** Start with 'Head Evidence'. How robust is your evidence? (1 brain = e.g., anecdotal evidence, 5 = e.g., multiple randomised control trials)
- 3** What is that evidence? (Describe it under 'Evidence at Hand')
- 4** Using the same brain scale as Step 2, how robust does your evidence need to be?
- 5** What evidence will you need to gather (e.g., through re-search, user testing) to reach this level of robustness?
- 6** Move on to 'Heart Evidence'. How much does your evidence and the way you present it engage the stakeholder's heart?
- 7** What level of engagement are you going to need?
- 8** What evidence will you need to gather (e.g., case studies, images, stories) to reach this level of engagement?