

Test and Learn Lab Setup and Operation

Service definition document

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Meet Lighthouse





Lighthouse is a strategic public design practice that helps governments and complex organisations turn ambition into action.

We bring together policy, strategy, service and product design, research and behavioural insight to tackle complex challenges and deliver outcomes that work in the real world.

We specialise in evidence led, user centred approaches that reduce risk and increase confidence in decision making.

Our teams work closely with clients to design, test and refine solutions, bridging the gap between strategy and delivery while building lasting capability along the way.



Our mission



Amplify diverse voices

Understanding the needs of the people affected

We identify and listen to the people most affected by an issue, going beyond formal consultation to understand lived experience and real world context.

This helps ensure that decisions and services are informed by how things actually work in practice, and are shaped with the people they are intended to support.



Bring balance

Navigating competing needs and perspectives

We bring together a wide range of perspectives, including practitioners, decision makers, subject experts and stakeholders, to support balanced and inclusive decision making.

We recognise that complex challenges involve trade offs, competing priorities and long term considerations, and we help organisations navigate these with clarity and confidence.



Catalyse change

Turning insight into action

We accelerate change through strategic, evidence based design and delivery.

By combining research, iterative testing and systems thinking, we help organisations reduce risk, validate approaches and deliver solutions that are effective, sustainable and able to adapt as contexts evolve.

Who we've helped



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Service definition



Test and Learn Lab Setup and Operation

Test and Learn Lab Setup and Operation supports organisations to design, establish and run labs that generate credible evidence, support learning and reduce risk in complex and uncertain environments.

The service focuses on helping teams explore challenges, test assumptions and inform decisions through structured and well governed experimentation.

We work with organisations to define the purpose of the lab, the decisions it will inform and the learning it needs to generate. This includes setting up appropriate governance, roles and ways of working, designing experimentation and learning frameworks, and ensuring testing is ethical, proportionate and aligned with organisational standards.

Hands on support is provided to operate the lab in practice, embedding test and learn approaches into day to day activity.

The outcome is faster, higher quality learning and improved decision making, without undermining accountability or delivery confidence.

Organisations build the capability to run credible test and learn activity, align experimentation with strategic priorities, and sustain lab practices beyond initial setup as part of their ongoing approach to managing complexity and change.



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Features



Features

1. Design of Lab purpose aligned to learning goals and decisions
2. Support establishing governance, roles and decision making processes
3. Setup of Lab rhythms, practices and test and learn ways of working
4. Design of experimentation and learning frameworks
5. Support running discovery, testing and evaluation activities
6. Integration of user research and lived experience evidence
7. Guidance on ethical, safe and proportionate testing
8. Hands on support operating lab activities day to day
9. Facilitation of learning reviews and evidence based decision points
10. Knowledge transfer to enable teams to sustain test and learn practices



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Benefits



Benefits

1. Enables structured learning in complex and uncertain environments
2. Reduces risk by testing assumptions before wider commitment
3. Builds organisational confidence in test and learn approaches
4. Creates space for focused exploration outside business as usual
5. Improves decision quality through evidence and insight
6. Aligns test and learn activity with strategic priorities
7. Strengthens governance and credibility of experimentation
8. Accelerates learning compared to traditional delivery approaches
9. Supports organisations to adapt to change more effectively
10. Leaves sustainable test and learn capability teams can continue using



A photograph of a lecture hall with a speaker at a podium and an audience. The room is dimly lit with warm, orange-toned lights along the walls and ceiling. The audience is seen from behind, seated in rows. The speaker is standing at a podium on the right side of the stage, facing the audience. The podium has a logo and text on it. The background wall is dark with a large screen displaying the 'Lighthouse' logo.

Lighthouse

