Define measures

Instructions

What

Measuring your findings allow you to prove or disprove your hypothesis.

It is important to define your measures when planning your experiment so that you know what you will track and so that you can create the tools you need to track the experiment.

The measure you track will enable you to draw conclusions when analysing the findings.

How

First, decide what you want to measure, then how you are going to measure it. Then, if appropriate define a success criteria e.g. *if there is an improvement of over 15% then my hypothesis is correct.*

In defining the "what" and "how" of your measure, you may find that you need to create tools to enable you to measure the outcome.

Example measures include;
effectiveness

Measures template

Measures			
What	How	Tools required to measure outcome	Success criteria
Number of pills taken	Pill count	Participant self reporting on remaining pills via a survey	If under experimental condition participants missed fewer pills
Tally of the number of participants adherent under the experimental condition compared to the control condition	Pill count	Participant self reporting on remaining pills via a survey	More participants adherent (adherence is defined as 80% or higher) under the experimental condition
Number of participants that were adherent in the experimental condition but not adherent when under control condition	Comparison of pill count	Participant self reporting on remaining pills via a survey	Adherence is defined as 80% or higher
Number of participants who felt their performance was better with the reminder compared to previous experiences taking	1-7 Likert scale of how likely they are to use experiment method again compared to their existing methods for remembering to take their medication	Post-study stage survey	Scores 5 or above

medication			
Level of satisfaction with the reminder	1-7 Likert scale of whether the reminder had a positive impact on their medication taking behaviour	Post-study survey	Scores 5 or above
Perceived usefulness of the reminder	1-7 Likert scale. Question asking if it helped them remember their medication	Post-study survey	Scores 5 or above
Perceived effectiveness of the reminder	1-7 Likert scale. Question asking if it helped them take their medication	Post-study survey	Scores 5 or above
Number of participants who would recommend the reminder service to a friend	1-10 Likert scale (Net Promoter Score)	Post-study survey	Detractors = 0-6 Passive = 7-8 Promoter = 9-10