



# PICO Experiment Worksheet



## PICO Experimental Design Worksheet

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|---------------------------------|--|
| <b>Introduction</b>             | This PICO experiment worksheet is intended for use in Stage 1 of an experiment, providing a structure to describe key elements of the experimental design, including a clear research question and a trial diagram.  |
| <b>How to use this template</b> | <p>To use this template, download/open and save a copy for your personal use.</p> <p>Add content by clicking on the tables and writing text in the relevant sections. To modify the trial diagram, click on the image and click “edit” to add text.</p>  |
| <b>Key terms</b>                | <p>If... Then... statement: a tool used to articulate the causal hypothesis of an experiment which explicitly links an action to its expected outcome</p> <ul style="list-style-type: none"> <li>● If [this programme/intervention is implemented], then [this specific change/result will occur].</li> </ul> <p>PICO research question: a clearly defined study question that includes four essential elements:</p> <ul style="list-style-type: none"> <li>● P (Population): The specific group of people, businesses, or units the intervention is trying to reach.</li> <li>● I (Intervention): The specific program, policy, or course of action being delivered.</li> <li>● C (Control): The group used for comparison, typically receiving “business as usual” or an alternative standard intervention.</li> <li>● O (Outcomes): The measurable changes, impacts, or primary signals used to determine if the intervention was successful.</li> </ul> <p>Trial diagram: a visual representation of the progress of all participants through the different stages of an experiment. It uses the PICO elements to map the journey from the initial population to the final analysis.</p> |
| <b>Version</b>                  | 1.1 (23/02/2026)   |

### 1. What is the issue that you want to address?

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| Context and issue overview             |   |
| Your rationale for change              |   |
| What will you test (IF THEN statement) | <i>(What is your IF THEN statement)</i> |

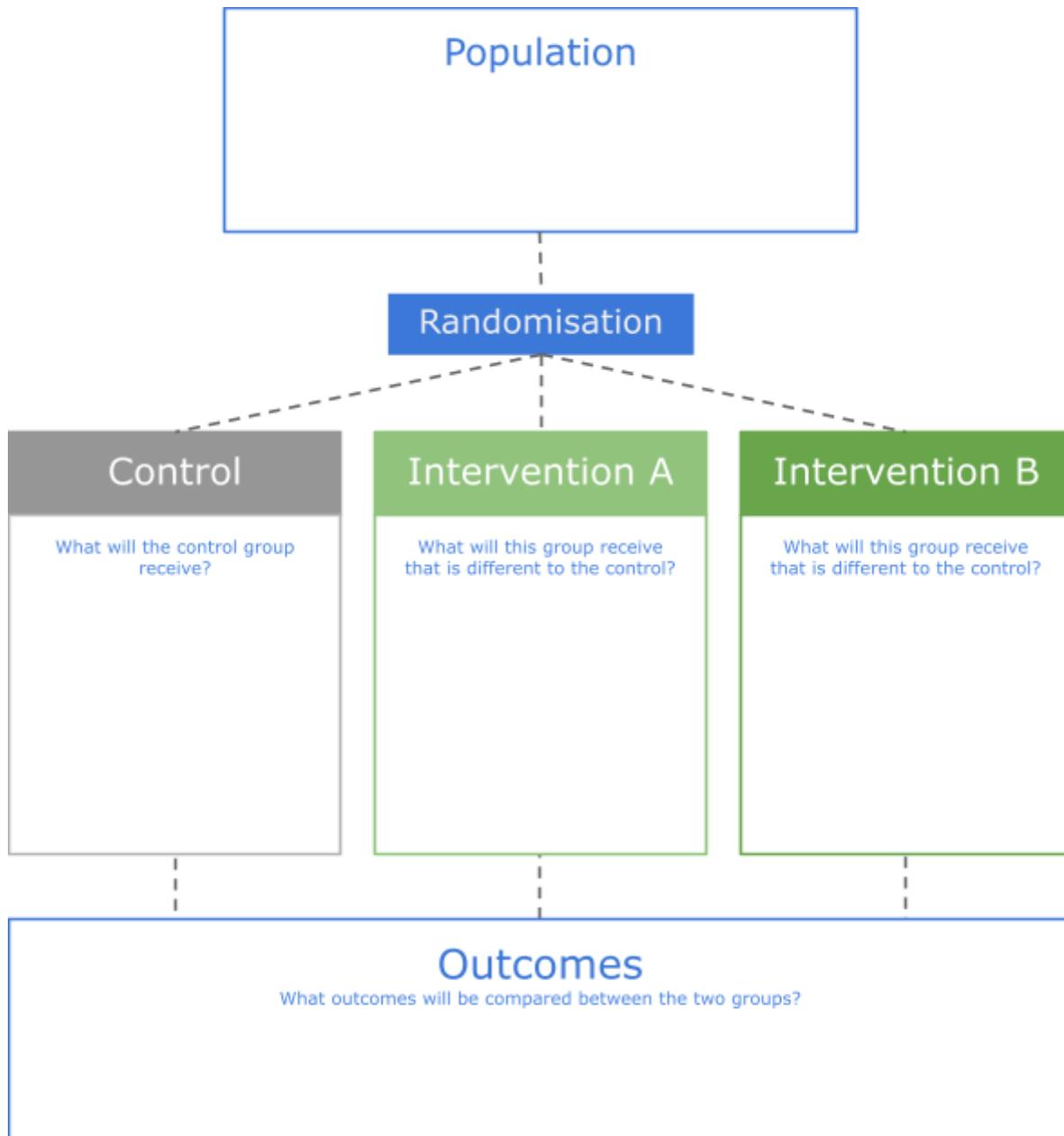
### 2. What will your primary research question be?

A good experiment starts with a good question. The PICO framework helps ensure your question is specific enough to be tested.

|                    |  |
|--------------------|--|
| Participants       | <i>(Who are you targeting with your programme or intervention? (e.g., specific types of businesses or nascent entrepreneurs)</i> |
| Intervention(s)    | <i>What is the new activity, tool, or approach you want to test?</i>   |
| Control/Comparison | <i>What is the alternative? This is often a "business as usual" level of support but could be no intervention at all.</i>        |
| Outcome(s)         | <i>What is the most important outcome where you will look for the impact of the intervention?</i>                                |

## 2. Trial diagram

Draw a diagram for your experiment. Click on the drawing to insert the text.



(Note this template has one stage of randomisation into three arms. Feel free to consider a more simple two arm experiment or something more complicated)