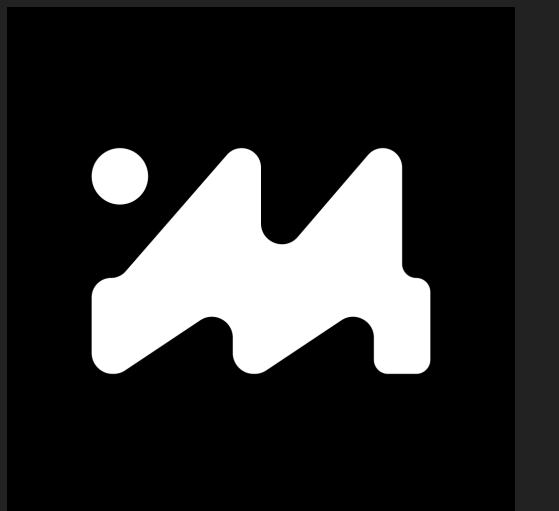


Confidential

Not For Public Distribution



Evidence-Led R&D: From MVP to Scale

By Theodore Elijah Tagulao

Building, testing and scaling with evidence:
Structured experimentation, validation and signal tracking.

Copyright © 2026 Theodore Elijah Tagulao @ Mindful x Design Studio. All rights reserved.



Contents

What's Inside:

- Pause & Play: Pilot
- bp pulse: R&D Studio
- Comparison: Structured Feedback Communities



Pause & Play Pilot

Executive Summary:

What problem tested and what evidence did we generate?

Hypothesis:

We believe a physical interactive system for busy modern families will help balance screen-time, because families want to improve attention span, behaviour and focus.

Problem:

Families struggle with attention fragmentation and screen time.

Success Metrics:

Product-Market Fit: Adoption, Behaviour Change, Retention, Feedback.

Ideal Customer Persona / ICP:

UK families, child 5+, actively managing screen-time.

What Happened:

Structured R&D setup → MVP testing → Pilot cohort (5 families) → Behavioural signal tracking.

Current Stage:

Experiment 2 (v0.2) in progress:
Refining PMF & ICP.



Pause & Play Pilot

Roadmap & Milestones:

How did we structure experimentation from MVP to scale?

Phase	Setup	Experiment 1 (v0.1)	Experiment 2 (v0.2)	Experiment 3 (v0.3)	Experiment XYZ
Objective	Build R&D Foundations	Test 3 MVP concepts	Refine winning MVP	If weak signal → Refine ICP & MVP	If strong signal → Scale v1.0
Actions	Strategy, roadmap, budget, ICP recruitment, branding, landing page, surveys	Qualitative testing	5-family pilot, Baseline → Midpoint → End survey	Iterate v0.3	Production & Ecosystem expansion
Signals	Recruitment Quality	Engagement (Traffic, Feedback)	Usage, Behaviour change, Retention	Improved behaviour metrics	PMF Confirmation

bp pulse R&D Studio

Executive Summary:

What operational problem were we solving and how did we validate it?

Hypothesis:

Customer: We believe a visual identification system for EV chargers will help customer satisfaction, because drivers want to easily connect their vehicle with chargers.

Internal: We believe a dedicated R&D Studio for Operational teams will help improve decision making and customer satisfaction because teams want to prototype quickly and validate decisions before scale.

Problem:

Customer: EV drivers struggle with charger identification.

Internal: Ops teams lacked structured prototyping workflows.

Success Metrics:

Customer: Satisfaction, Accessibility, Usage, Interactions.

Internal: Workflow efficiency, Quality, Satisfaction.

Ideal Customer Persona / ICP:

UK EV Drivers (Customer + Non-Customer), Uber Partner Drivers, Operational Teams.

What Happened:

Established R&D studio environment, recruited drivers, built mock sites, ran live experiments.

Current Stage:

Customer Experience + Operational Excellence.



bp pulse R&D Studio

Roadmap & Milestones:

How did we embed experimentation into operational workflows?

Phase	Setup	Experiment 1	Experiment 2	Experiment 3	Scale
Objective	Establish R&D capability	Charger ID & Iconography	Uber Partner Driver UX	Design System & Accessibility	Embed workflows across Ops
Actions	Strategy, roadmap, recruit drivers (customer + non-customer), mock EV site, data capture	Test visual identification systems	Evaluate high-frequency user flows	Create scalable system	Expand studio usage
Signals	Structured experimentation	Recognition, Error reduction	Time to connect, friction points	Consistency, WCAG alignment	Internal adoption & decision confidence

Structured Feedback Communities

Comparison:

How two different environments applied the same framework to generate reliable product signals and evidence.

	Pause & Play: Pilot (Remote)	bp pulse: R&D Studio (In-Person)
Community Model	Structured micro-cohort	Managed research community embedded within R&D
Challenges	Budget	Budget, Culture & Maturity, Stakeholder Engagement & Adoption
Recruitment	Warm outreach via trusted network + screener alignment	Third-Party: Tiered, Existing customers + Non-customers, New Drivers
Incentive Model	Early access to prototypes + influence, founder-level	Paid per session (£20+)
Governance	Documentation, Disclaimers, Direct engagement, Waiting list	Documentation, Disclaimers, Principles, third-party engagement, Waiting list
Cadence	Regular Touchpoints (baseline → midpoint → end)	Booked sessions via rolling monthly calendar

Structured Feedback Communities

Comparison:

How two different environments applied the same framework to generate reliable product signals and evidence.

	Pause & Play: Pilot (Remote)	bp pulse: R&D Studio (In-Person)
Tooling Stack	WhatsApp, Google Forms, Signal Analysis via Miro	Email, Microsoft Forms, Analysis via Miro + whiteboards, Dovetail
Ways of Working	Evidence-led	Centralised Insights & Repo, Tagging & Synthesis, Decision making
Ownership	Founder-led	Research & Design-led with multi-disciplinary support
Feedback Loop	Behavioural signals → PMF refinement → MVP iteration	Observation signals → UX refinement
Scalability Model	5+ families → Community expansion	50+ drivers → Centralised community
Cost Model	1 week planning + 2 weeks live testing per cohort	1 week planning + 1 week structured testing cycle

Structured feedback communities reduce decision risk, increase roadmap confidence and compound insight over time.

Thank you.

