Designing public-facing research for durable decisions

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The question

Why this matters

Research teams often know which intervention works, but not which evidence will still be legible when a project changes hands. We study a small set of design practices that make findings easier to reuse.

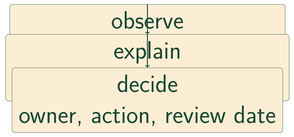
Study design

We followed 24 cross-functional project teams for twelve weeks. Each team received the same evidence pack and recorded the decisions it could reproduce without the original analyst.

1. State the decision before showing the metric.
2. Name the comparison and the uncertainty.
3. Leave a short trail back to the source data.

A reusable evidence path

From observation to action



Results

Evidence pack	Reproduced decision	Time (min)	Confidence
Narrative only	11/24	42	0.58
Metric + source	17/24	35	0.71
Full evidence path	**22/24**	**28**	**0.84**

What changed

The practical pattern

Teams were most consistent when each chart answered one decision question and carried its own comparison, time window, and source pointer. More decoration did not improve reuse.

Limits

- Small sample of teams and one organisational setting.
- Reproduction is not the same as causal understanding.
- We measured the first handoff, not long-term adoption.

Take-home

Make the decision path visible: context, comparison, uncertainty, owner, and a date to revisit the evidence.

Data and code: example.org/evidence-path

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