



Embracing modern work habits using Experiment Collaboration



Brad Yee

Principal Product Manager
Experimentation

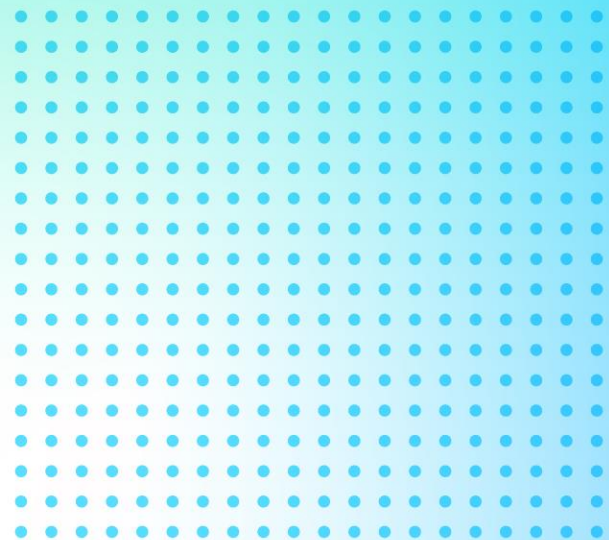


Britt Hall

Director, Product Manager
Experimentation

Agenda

- 01 Not so simple three ingredients**
- 02 Experiment Collaboration → Better Habits**
- 03 Customer chat with Aura and RapidEx**











People

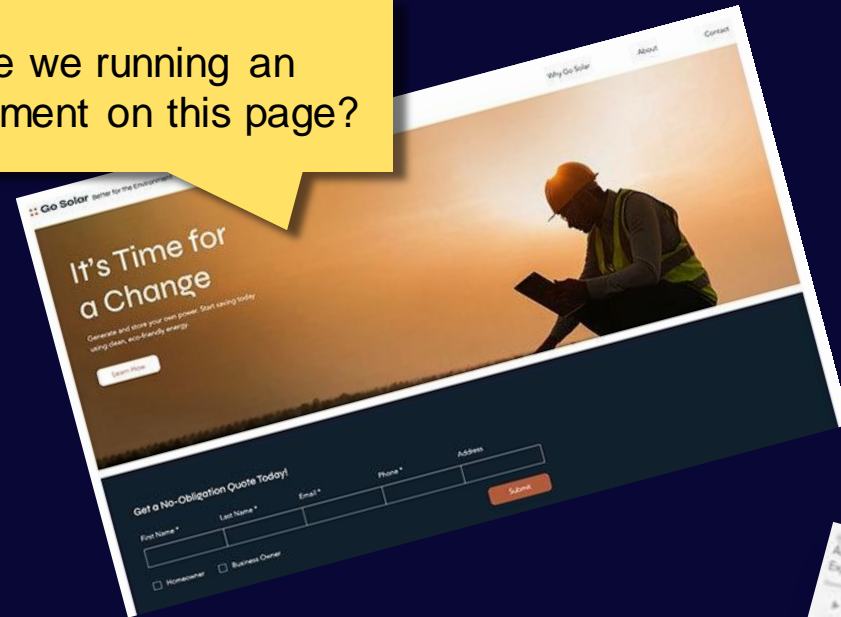


Process



Technology

Are we running an experiment on this page?



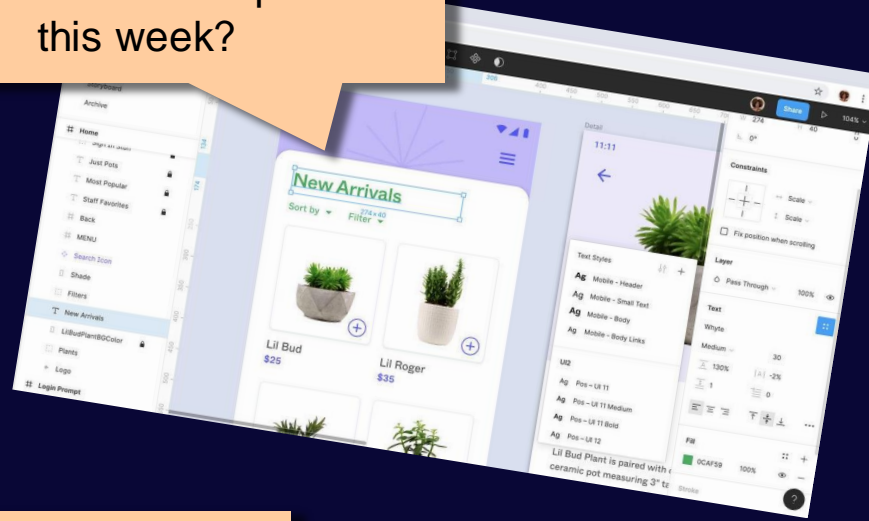
What is the results of last week's test?

A screenshot of a Google Analytics dashboard. The top section shows a table with columns for 'Metric', 'Current Value', 'Previous Value', and 'Change'. The table includes rows for 'Visits', 'Page Views', 'Sessions', 'New Users', and 'Returning Users'. Below the table, there are several charts and sections, including 'Visit Page Activity' and 'Bounced to Bottom'. The dashboard is tilted and partially obscured by other elements in the image.

Can someone help me build this experiment?

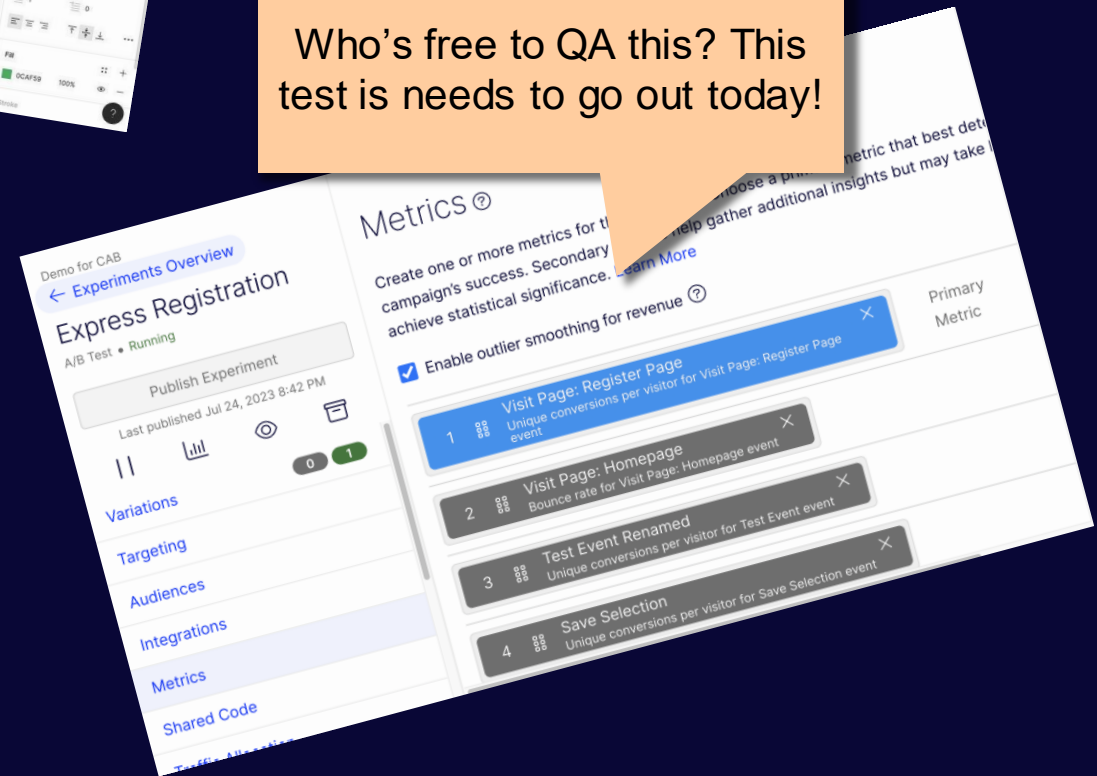
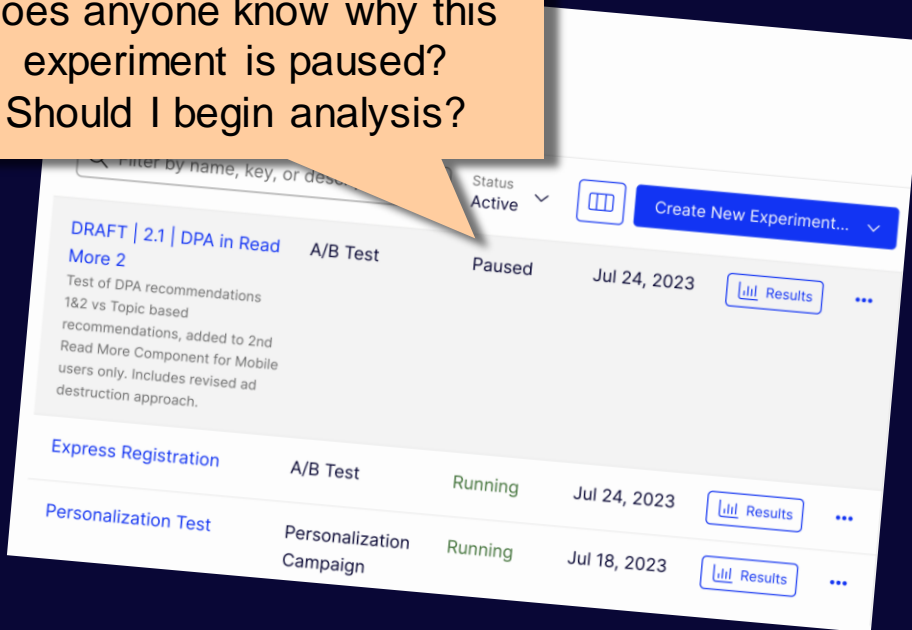


When are the designs ready?
I need to build the experiment
this week?

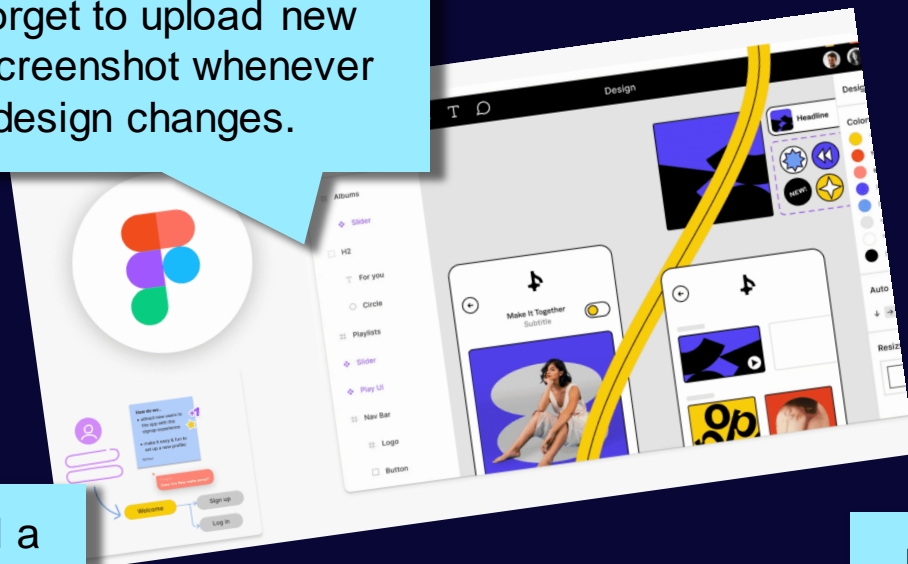


Who's free to QA this? This
test is needs to go out today!

Does anyone know why this
experiment is paused?
Should I begin analysis?



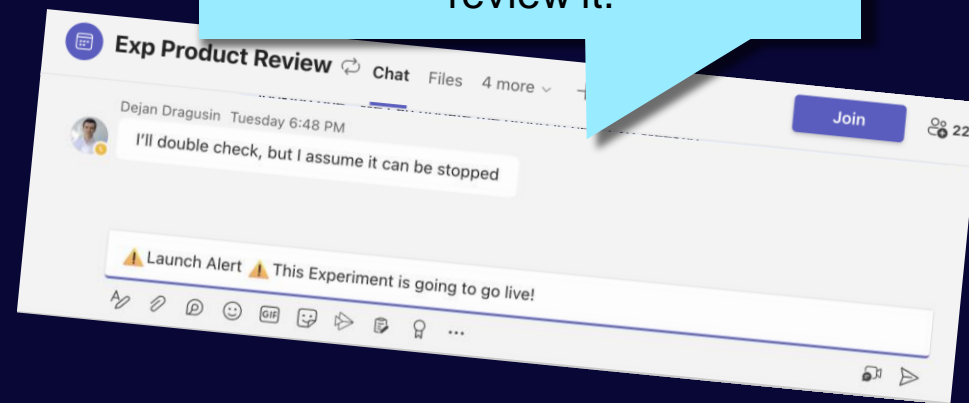
Don't forget to upload new Figma screenshot whenever the design changes.



Who's the JIRA admin? I need a field to copy/paste the experiment link.

A screenshot of a JIRA form for creating an experiment. The form includes several fields: 'Test Name' with a sub-question 'What should this experiment be called?', 'Test Description' with a sub-question 'Describe what this test is about, Describe the problem you would like to solve (include any data you may want to support that this problem exists) and the broad concept for solving this problem.', 'Goal' with a sub-question 'What is the primary goal or metric you are trying to impact for this test (e.g. purchases, average order value, lead form submissions etc)?', and 'Likelihood of Success' with a sub-question 'On a scale of 1 to 4, how likely do you think it is that this test will have a winning variation?'. The 'Likelihood of Success' field has four radio button options: '1 - I believe there is a slight chance this test will have a winning variation', '2 - I believe there is a medium chance this test will have a winning variation', '3 - I believe there is a good chance this test will have a winning variation', and '4 - I believe there is a very strong chance this test will have a winning variation'. There is also an 'Other:' field.

Message the channel the day before you launch so I can review it.









People



Process



Technology



Experiment Collaboration

Solving experiment scaling challenges

Reimagining collaboration

Planning

- ✓ Idea submission forms
- ✓ Templated test plans
- ✓ Content collaboration



Experiment
Collaboration

Governance

- ✓ Templated workflows
- ✓ Required approvers
- ✓ Notifications and followers



Experiment
Collaboration

Setup and Launch

- ✓ Experiment Setup
- ✓ Results Page



Web
Experimentation



Feature
Experimentation

Orchestration

- ✓ Kanban board views
- ✓ Shareable experiment calendars
- ✓ Shareable results repository



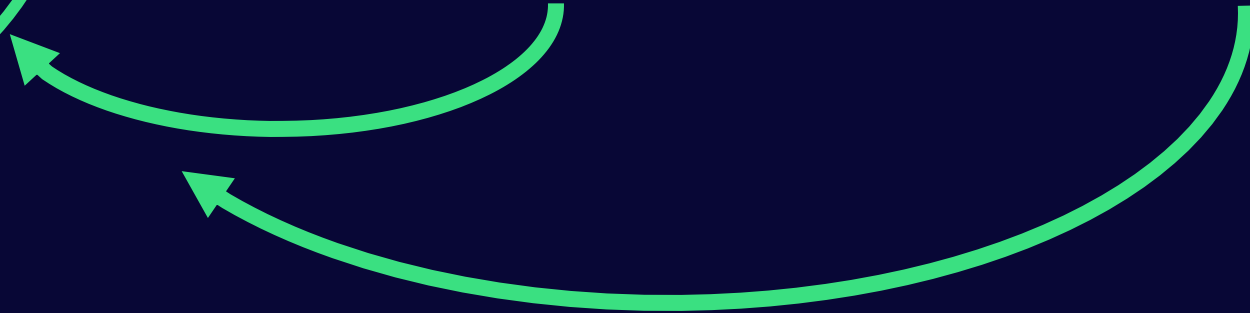
Experiment
Collaboration



Process



Technology



Habits for highly effective **collaboration**

Habit 1

Structure over
improvisation

Habit 2

Documentation
over real-time
meetings

Habit 3

Widespread
involvement over
small team
execution

Habit 1

Structure over improvisation



Use a structured intake process for new ideas

The screenshot shows the Optimizely Experiments interface. The left sidebar contains navigation options: Projects, Experiments (selected), Audiences, Implementation, History, Settings, and Collaborate. Below these are links for Slack Community, Program Management, Help, and Optimizely Classic. The user profile for Navid K. is visible at the bottom left, with options to Emulate, Account Settings, Profile, and Log Out. The main content area is titled 'Experiments' and includes tabs for Overview and Exclusion Groups. A search bar is present with the text 'Filter by name, key, or description'. A 'Status Active' dropdown and a 'Create New Experiment...' button are also visible. The main table lists several experiments with columns for Name, Type, Status, Modified, and Results.

Name	Type	Status	Modified	Results
p13n campaign	Personalization Campaign	Paused	Oct 3, 2023	Results
a/b test	A/B Test	Paused	Oct 3, 2023	Results
Test datadog	A/B Test	Not Started	Sep 30, 2023	Results
Empty multi-armed	Multi-Armed Bandit	Not Started	Sep 16, 2023	Results
Empty multivariate	Multivariate Test	Not Started	Sep 16, 2023	Results
Empty a/b test	A/B Test	Not Started	Sep 16, 2023	Results
Empty Campaign	Personalization Campaign	Not Started	Sep 15, 2023	Results

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Habit 1

Structure over improvisation



Use a structured intake process for new ideas

The screenshot shows a web browser window with the URL `app.welcomesoftware.com/cloud/work-request/request-...`. The page title is "Experimentation Collab SA". The main content area is titled "Create Work Request" with a "Required *" label. The form includes the following fields:

- Request Type ***: A dropdown menu currently showing "Experiment Idea - Work Request".
- Watchers**: A section with an eye icon.
- Title ***: A text input field with a character count of "0/80".
- Hypothesis ***: A text input field with the prompt "Tell us what your idea is? What should we be testing, please give us a description:".
- Problem this solves ***: A text input field with the prompt "What problem does this solve for the business?".
- Business Goal ***: A text input field.
- Page / URL**: A text input field with the prompt "Please give us an example page URL where this appears?".

At the bottom of the form, there are two buttons: "Cancel" and "Submit Request". A help icon (a question mark in a circle) is located in the bottom right corner of the form area.

Habit 1

Structure over improvisation



Use a structured intake process for new ideas



Proactively set roles, deadlines, and activities in a workflow

Experimentation Collab SA

Work Requests

Search work requests

Share Request URL Export Add Request

Columns

Request	Related Acti...	Priority	Status	Requested By	Submitted ...
WRQ-50 Add sticky CTA to increase CTR to fr...	1	Low	Accepted	Bradley Yee	Oct 9, 2023 13 minutes ago
WRQ-48 Increase Average Order Value by bett...	1	Low	Accepted	Philip Yates	Oct 5, 2023 4 days ago
WRQ-47 Attic & Button - Add to Cart Variations	1	Low	Accepted	Britt Hall	Sep 27, 2023 2 weeks ago
WRQ-46 IA - Direct visitors to Services page fr...	2	High	Accepted	Petri Isola	Sep 25, 2023 2 weeks ago
WRQ-45 Experiment to improve TOF engagem...	1	Low	Accepted	Evan Palmer	Sep 20, 2023 3 weeks ago
WRQ-44 Great New Idea	1	Medium	Accepted	Britt Hall	Sep 20, 2023 3 weeks ago
WRQ-43 VK: Consider placing the filter facets ...	1	Low	Accepted	Petri Isola	Sep 19, 2023 3 weeks ago
WRQ-42 Experiment to improve TOF engagem...	1	Medium	Accepted	Daniel O'Neil	Sep 13, 2023 last month
WRQ-41 Home content prioritization experiment	1	Low	Accepted	James Stout	Sep 11, 2023 last month
WRQ-40 Rage Clicking add to basket because ...	1	Low	Accepted	Philip Yates	Sep 4, 2023 last month
WRQ-39 Rage Clicking add to basket because ...	0	Low	Accepted	Philip Yates	Sep 4, 2023 last month
WRQ-38 Experiment to Improve Top-Funnel En...	1	Medium	Accepted	Daniel O'Dowd	Sep 1, 2023 last month
WRQ-37 Reorder Quote Funnel	0	Low	Submitted	Zach Coulter	Aug 22, 2023 2 months ago

Habit 1

Structure over improvisation

+ Use a structured intake process for new ideas

+ Proactively set roles, deadlines, and activities in a workflow

+ Remove data silos by consolidating into one platform

The screenshot shows the Hypothesis web application interface. The browser address bar displays the URL: `app.welcomesoftware.com/cloud/hypothesis/65246dd1...`. The page title is "Experimentation Collab SA". The main content area shows a campaign configuration for "Add sticky CTA to increase CTR to free trial" (HPT-193). The status is "Not Started". The page is divided into sections: "Brief", "Variations", "Experiment", "Fields", and "History". The "Test Plan" section is active, showing the following details:

- Last modified by Bradley Yee on Oct 9, 2023, 4:03 PM
- Hypothesis**: If we add a sticky CTA in the mobile experience, we will make it easier for visitors to find where to start the free trial
- Problem this solves**: Mobile users unable to find where to start because of a long product page.
- Business Goal**: Increase Trial Signups
- Page / URL**: www.optimizely.com/free-trial
- Score**: 3
- Launch Month**: 2023-12
- Primary Metric**: Purchase Conversion
- Target Device**: Desktop
- Audience**: 150,000
- Projected Runtime in Weeks**: (partially visible)

Hypothesis | HPT-193 Add sti... x Attic & Button - Attic & Button x | +

app.welcomesoftwa... G [Icons] 976

Experimentation Collab SA All [Search] + [976]

[Add Campaign](#) > Hypothesis | HPT-193

Add sticky CTA to increase CTR to free trial Not Started


Started • Oct 09

Brief Variations Experiment Fields History

Add Variation

Use this workspace to add, revise, and optimize variation. You can add assets by clicking the "Add Variation" button.

[+ Add Variation](#)



Workflow [Comments]

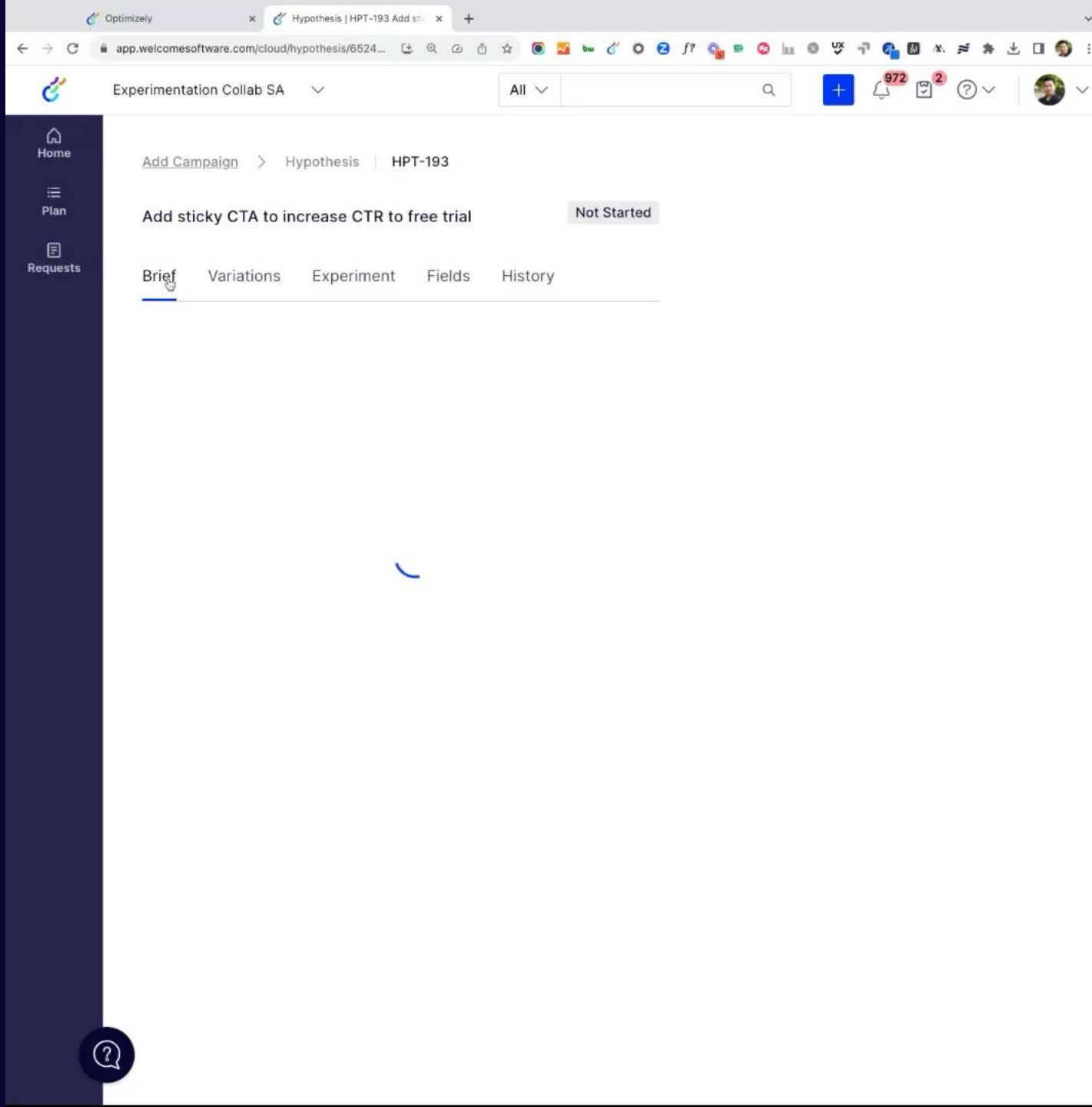
Experimentation Workflow

- 1. Requirements
 - Add Description
 - Idea Accept
 - Complete
 - Approve E:
 - + Add Sub-Step
- 2. Backlog

Habit 2

Documentation over real-time meetings

+ Be async-first using written communication and comments

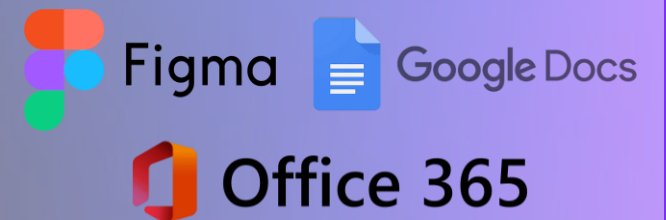


Habit 2

Documentation over real-time meetings

+ Be async-first using written communication and comments

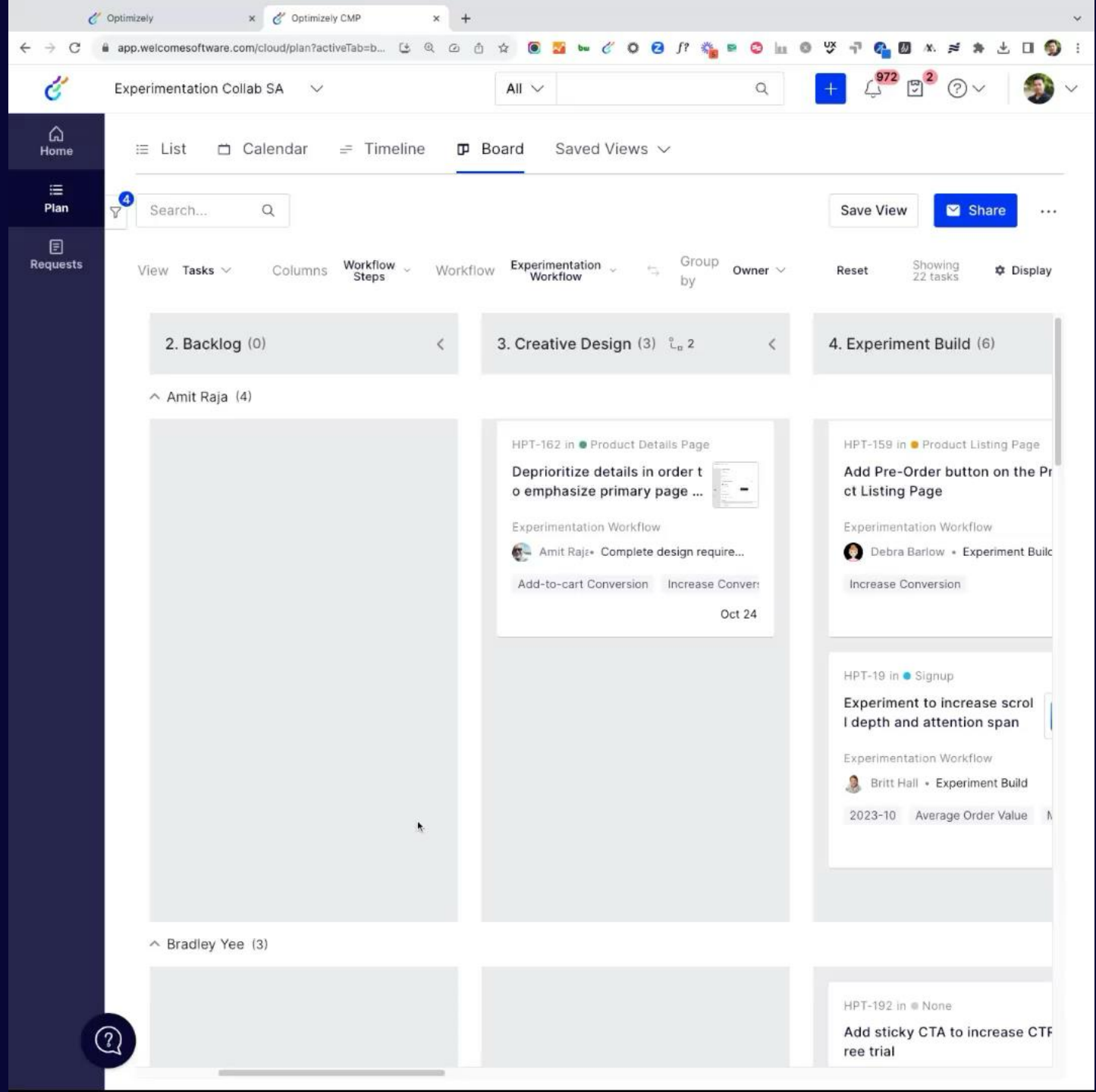
+ Embed documents and files so nothing gets lost and is easily referenced



Habit 3

Widespread involvement over small team execution

+ Define success clearly and share it widely

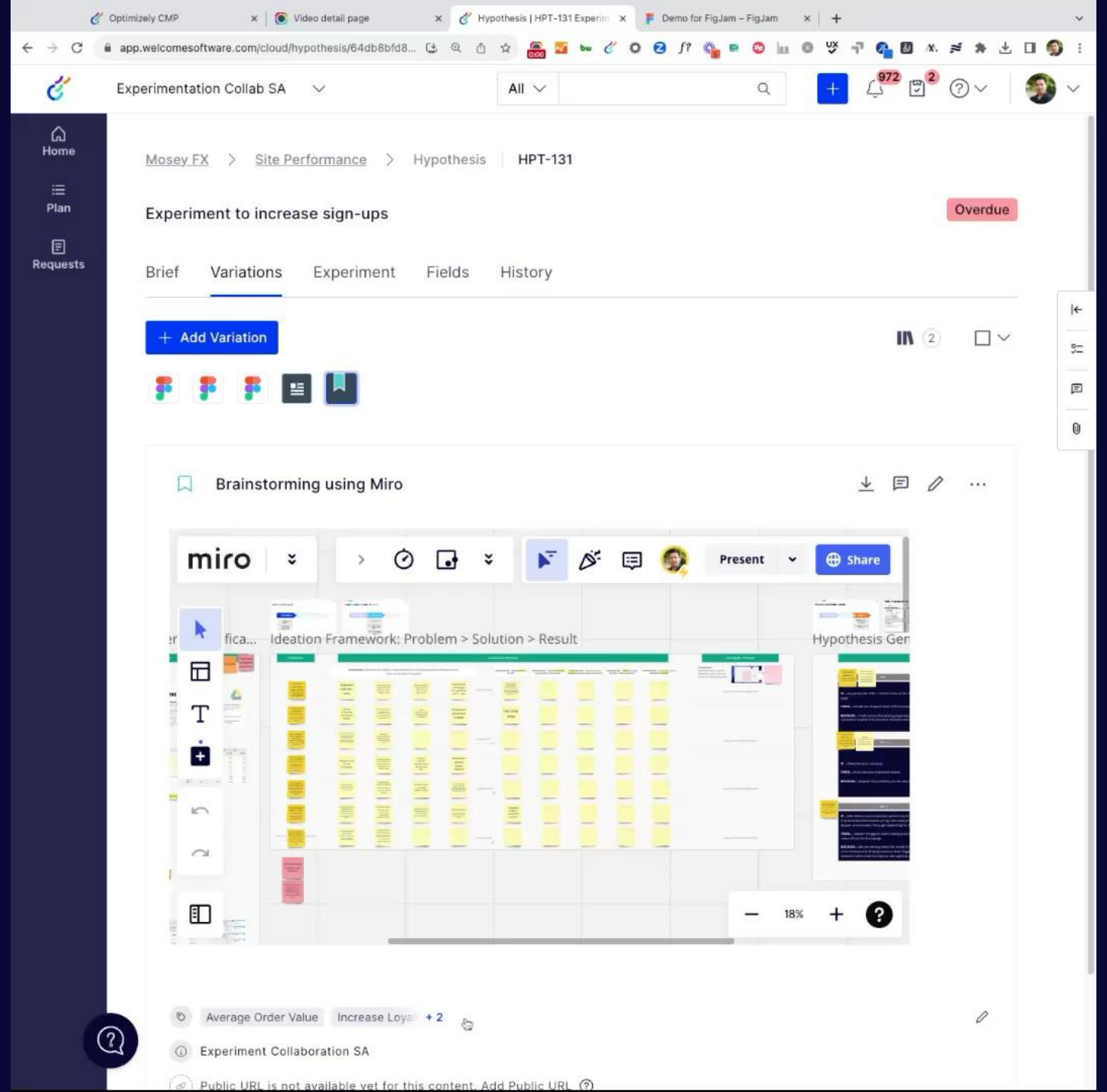
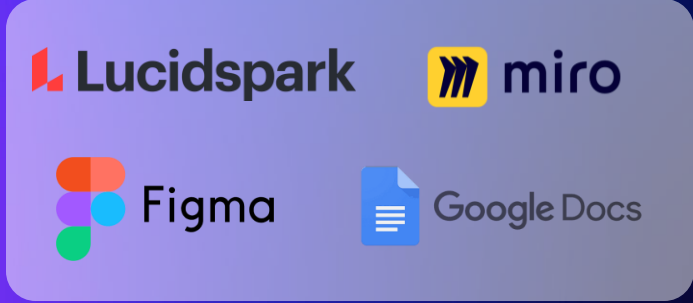


Habit 3

Widespread involvement over small team execution

+ Define success clearly and share it widely

+ Intentionally brainstorm solutions to solve real problems





**Where we work has changed, but how
we collaborate has not**



Roadmap Features

Flexible Idea Scoring

Under Development

General Publishing Budgeting & Financial Custom Domain **Scoring** Misc.

Criteria Permission

Reset

Potential 25%

Impact 25% Details ▾

Scale

3-3

1 Low

2 Medium

3 High

+ Helper Text

Ease of Implementation

Love

+ Add

Score the request ✕

Enter scale from 1 - 5.

3.5 Overall

Potential Impact Effort Love

3 3 4 4

Cancel Save

Results Sharing Templates

Research

Atomic Marketing

Plan > Mosey Scooter > Hypothesis | HPT-245

Dashboard A/B testing Overview **A/B test results** 12 Feb 2020 - 11 Mar 2020

A/B result 3 A/B result 4 A/B result 8

#8 A/B PDP - no search bar

Hypothesis

We have observed that few users interact with search bar on PDP page, by observation method analytics data.

We want to hide the search bar and make more room for the product and price info above the fold.

on (devices) for (users)

all devices all users

This should lead to more users adding a product to the cart and buying a product.

Variants

A B

Will be measured by

Primary objective Transactions

Secondary objective Add to cart

	UsersA	% CR A	Conversions A
Variant A (original control)	1,669	11.5%	192
	UsersB	% CR B	Conversions B
Variant B	1,677	12.8%	214

Impact on conversion rate 11%

% chance that B is best (business) 87%

AI-Generated Heatmaps

Research

Kelley Blue Book Instant Cash Offer

An Official Offer to Buy Your Car

Based on Blue Book® Values

License Plate VIN Make/Model

Enter the 17-digit VIN

An Official Offer to Buy Your Car

Based on Blue Book® Values

Tell Us About Your Car

License Plate VIN

Enter the 17-digit VIN Go

Where is my VIN? 07%

Optimal clarity 78%

Optimal clarity 58%

Attention Insights

ĀURA

→ Rapid Experimentation



Ashley Anderson

Conversion Rate
Optimization Manager

76 experiments planned using
Experiment Collaboration

16 active collaborators

2-week start-up time from
onboarding to implementation



Jackie Gregg

Sr. Optimization
Manager

4+ clients using Experiment
Collaboration

100% reduction in ineffective
email communication



Merci beaucoup

Danke

Thank you

ありがとうございます

Bedankt

