Hi 👋

The project

The project

What we had:

- an in-house platform,
- serving many teams
- with hundreds of tests.

With a bottleneck:

It was difficult to innovate.

What we wanted:

- more experiments,
- better self-serve capabilities,
- distributed ownership,
- shorter time to significance,
- fewer unnecessary restarts,
- innovation.

Make the internal experimentation platform
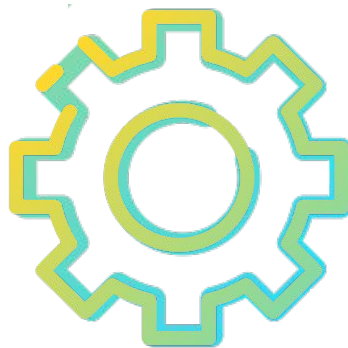**an enabler**, not **a blocker**.
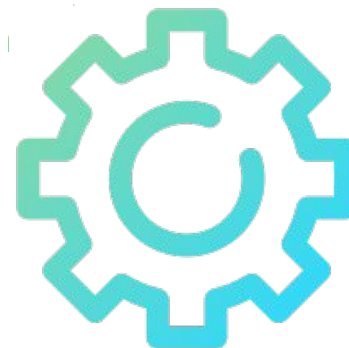
The project

Configurator

Processor

Analyzer

used by Product Managers, Engineers, Analysts

used by Analysts

used by **EVERYONE** 😱

Golden rule on any major software project

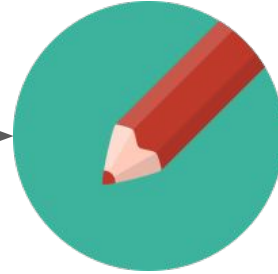**Don't** bundle technical refactoring with a product revamp in a single big bang release.
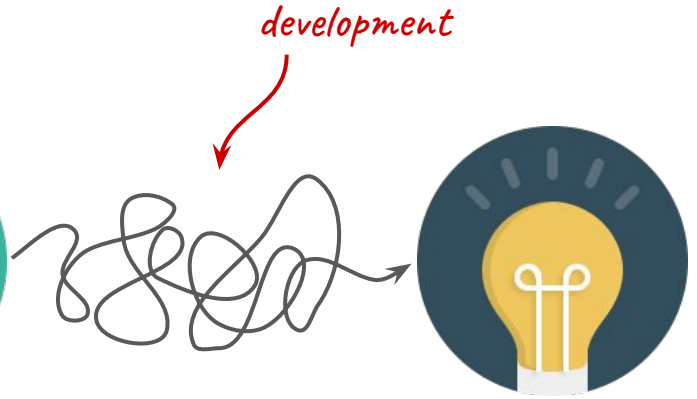
When big-banging…

development

Set up a team
with commitment

👆

Measure success
to foster right behavior

Collect feedback
early enough

Release smartly
and avoid comparisons

Set up a dedicated team

Kinda obvious...
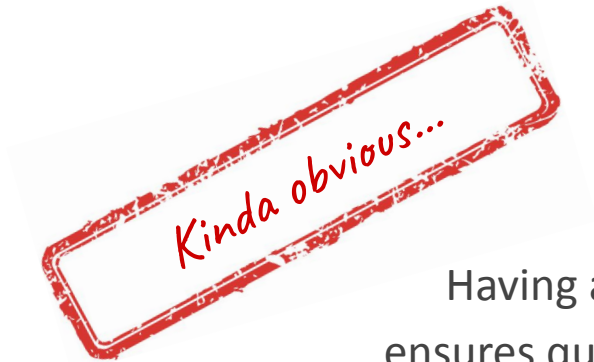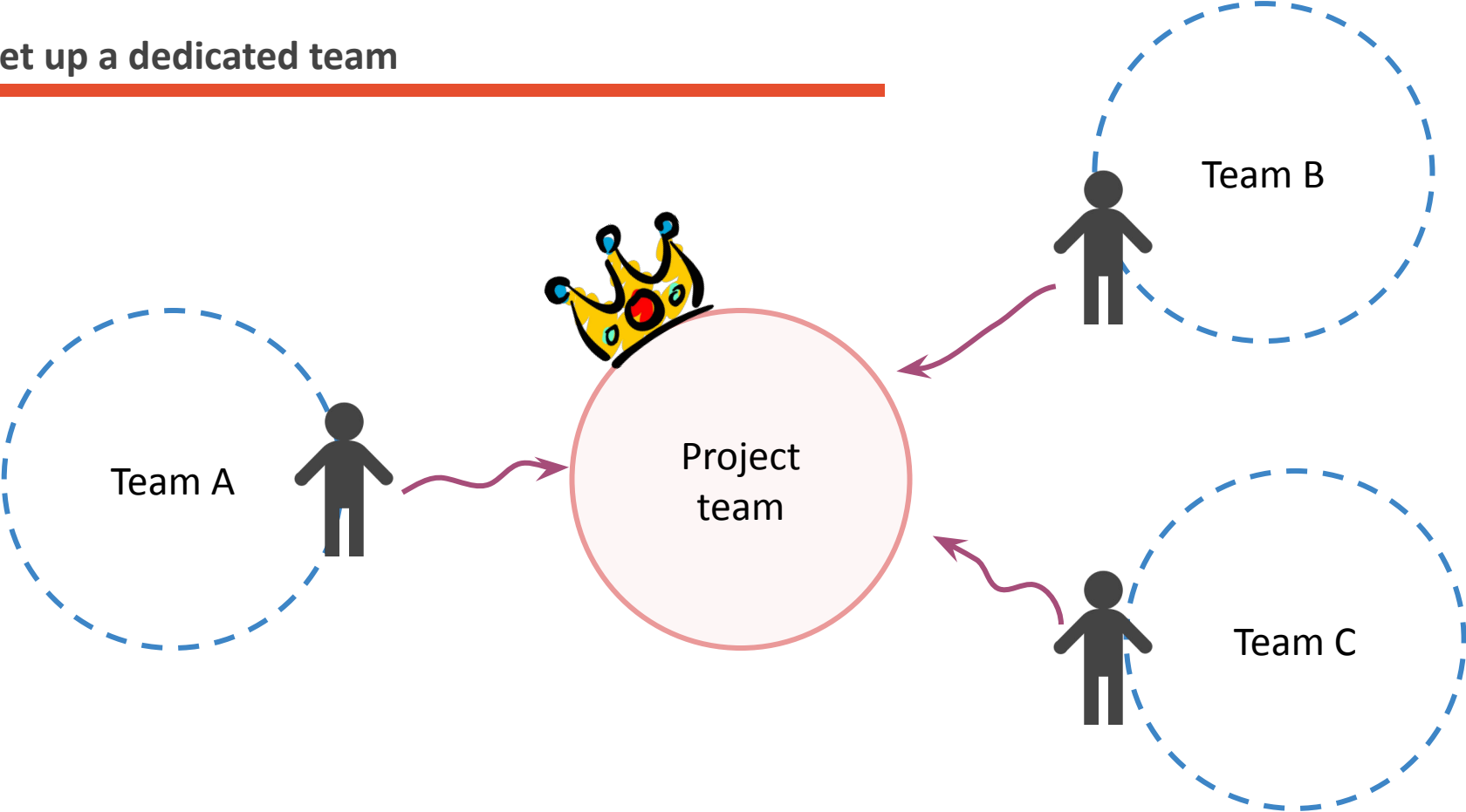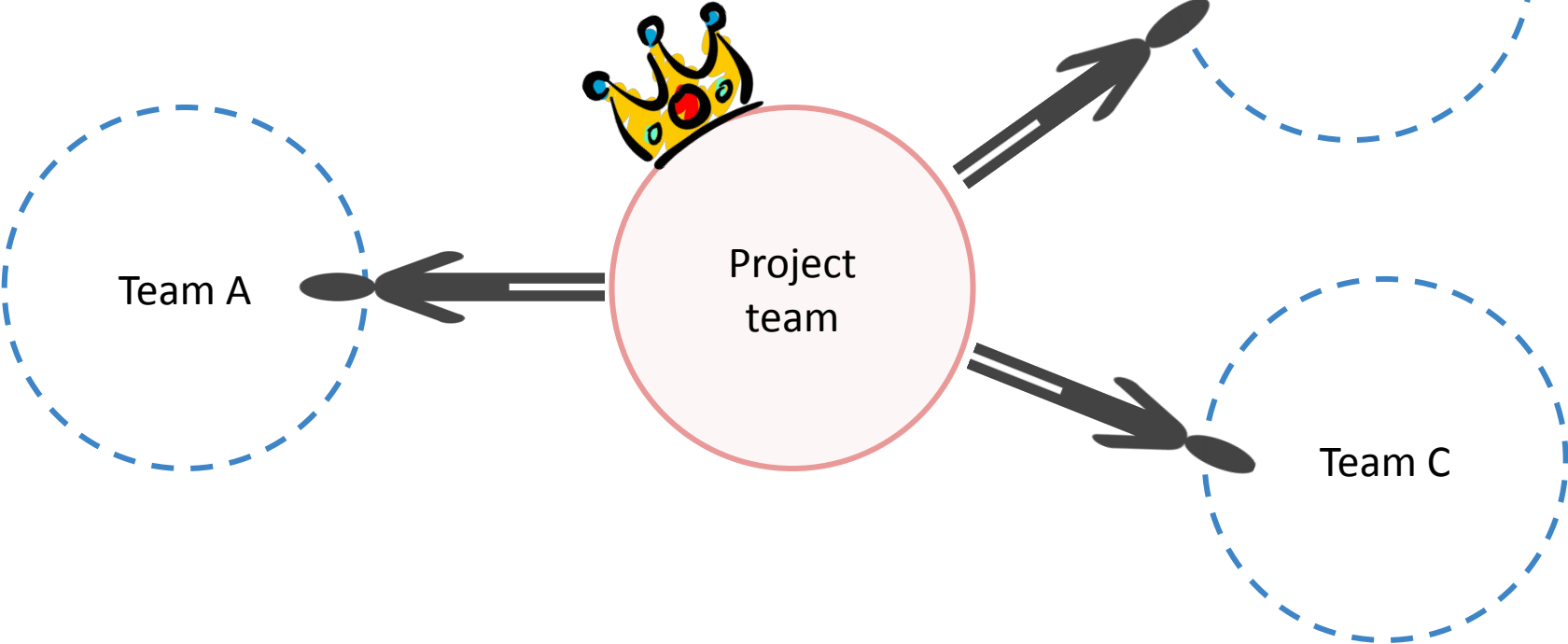
Having a dedicated team
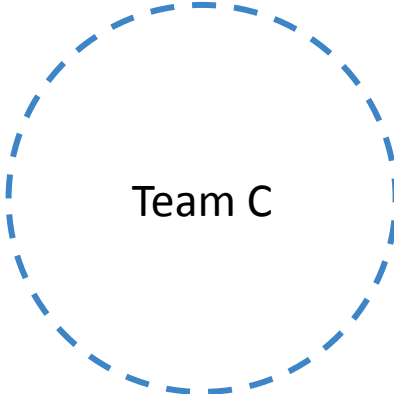ensures quick, focused support
for both technical fixes and user adaptation.

Set up a dedicated team

Team B

Team A

Project team

Team C

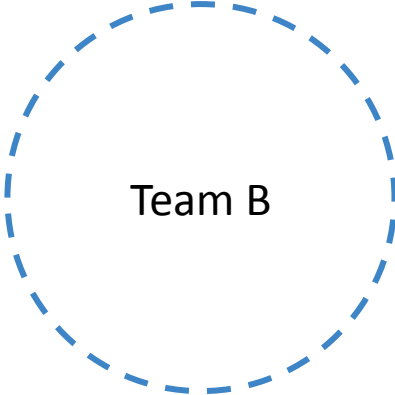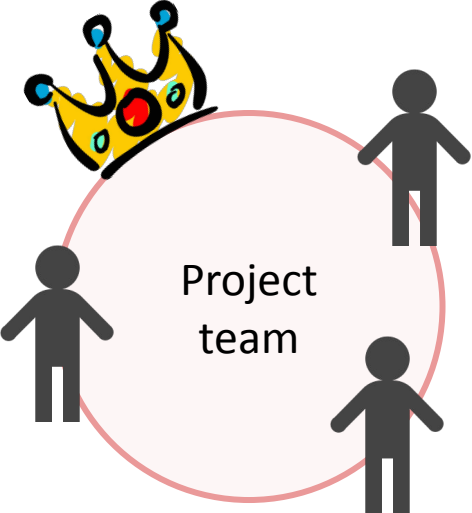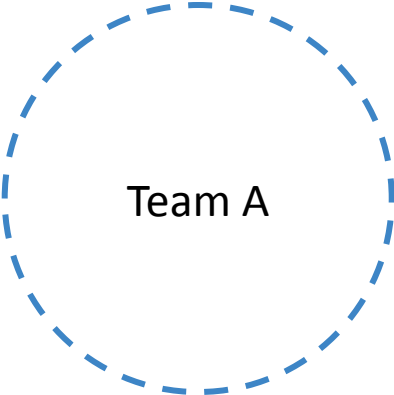# Set up a dedicated team

Team B

Team A

Project team

Team C

Set up a dedicated team

Team A

Team B

Project team

Team C

Set up a dedicated team

Having a dedicated team
allows everyone
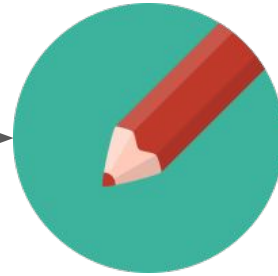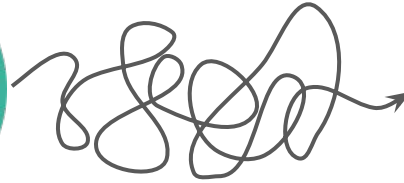to focus on what truly matters.

to you ;)

When big-banging…

Set up a team
with commitment

Measure success
to foster right behavior

👆

Collect feedback
early enough

Release smartly
and avoid comparisons

Measure success

Metrics help:

- track progress,

- identify improvements,

- and show whether goals are met.

A good metric fosters right behavior.

Measure success

Metric: more experiments.

before

after

time

Measure success

Metric: faster experiments.

before

after

time

Measure success

Metric: freed-up experiment days (FED).

⇒ Promotes behavior we need.
⇒ Reflects what we want to achieve.
⇒ Explainable.
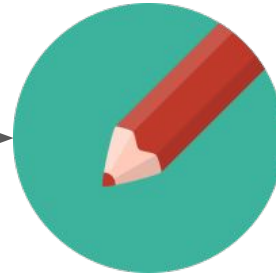⇒ Not difficult to calculate.
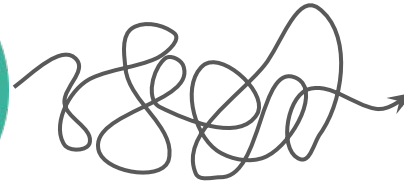
⇒ **Perfectly imperfect.**

When big-banging…

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Collect feedback
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☝️

Release smartly
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Collect feedback

Collecting feedback early ensures that the product effectively meets user needs.

Collect feedback

High enthusiasm

means high level of advocacy and promotion, active collaboration, and constructive feedback.

High support

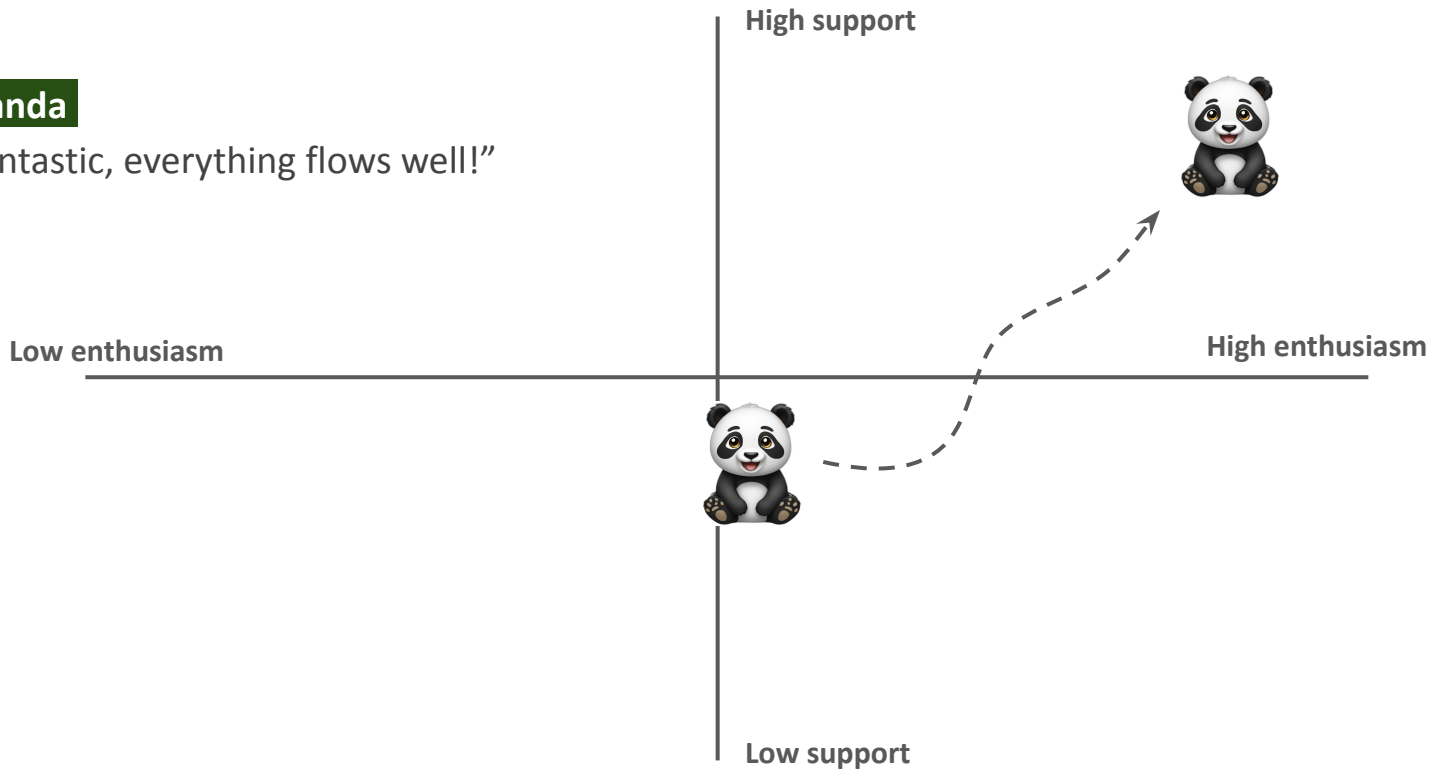means engagement and willingness to allocate resources.

Collect feedback

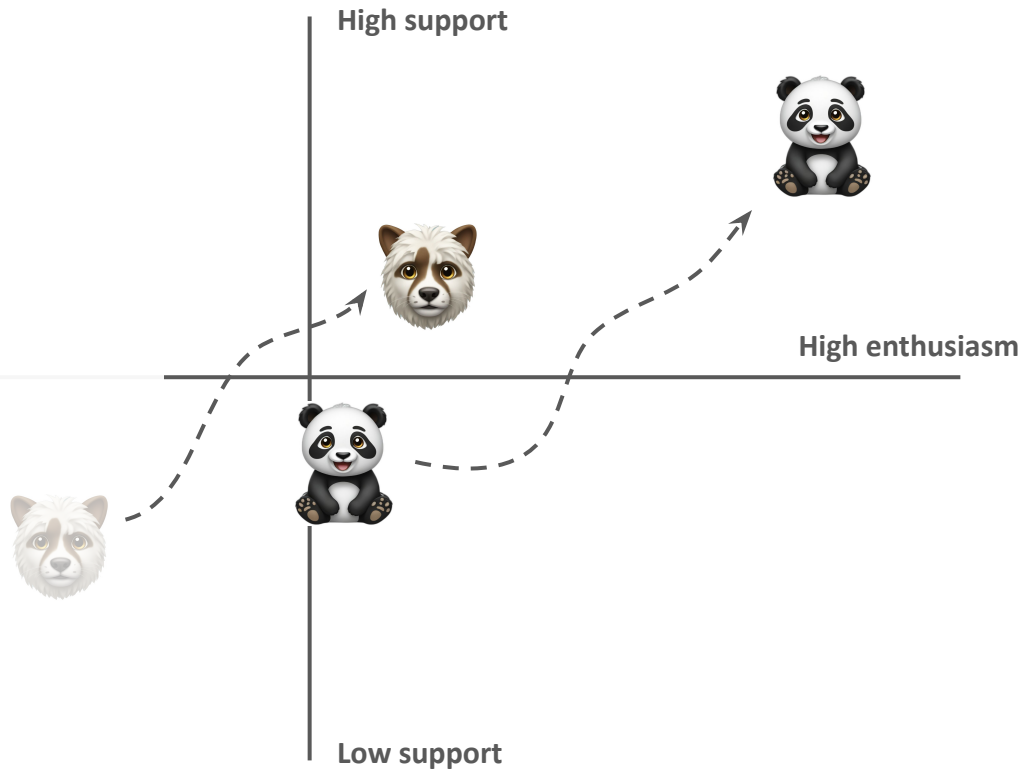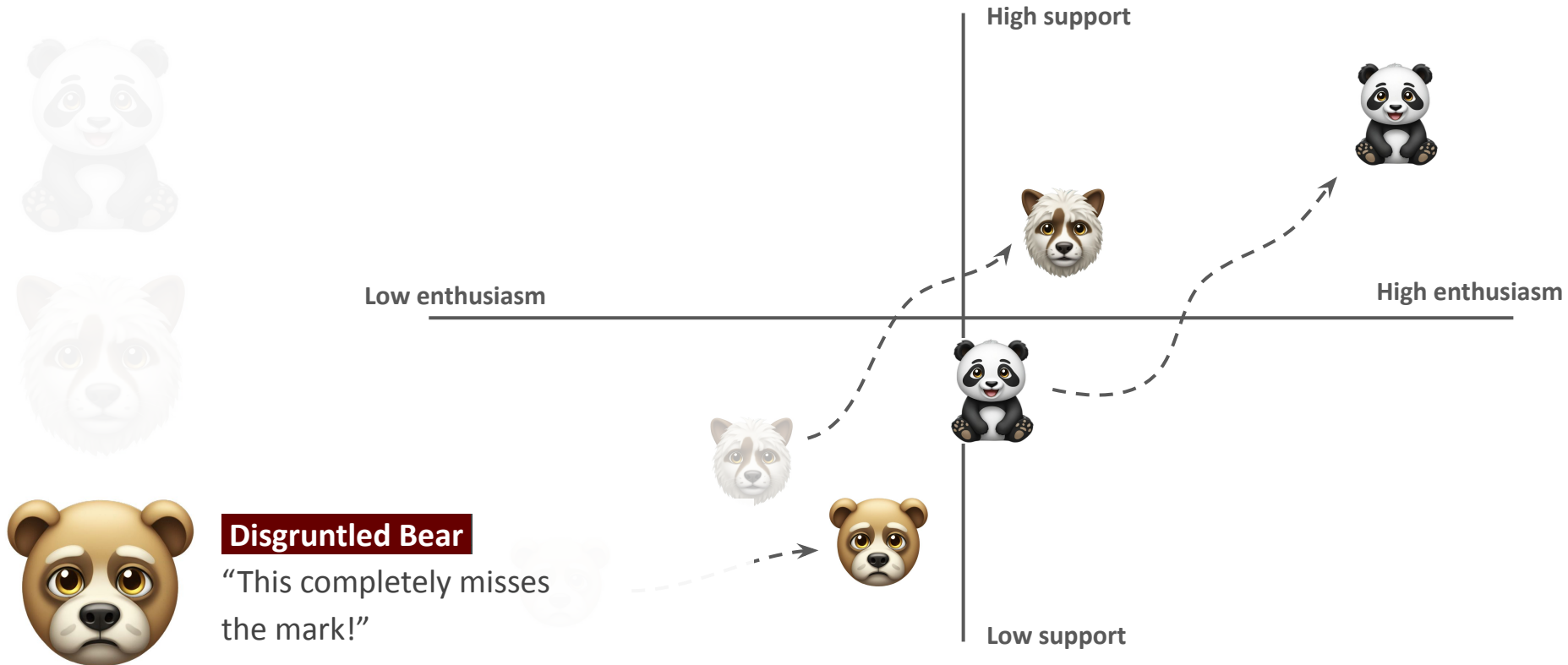**Happy Panda**

"This is fantastic, everything flows well!"

High support

High enthusiasm

Low enthusiasm

Low support

Collect feedback

High support

Low support

High enthusiasm

Skeptical Wolf

"This seems useful, but I'm not convinced…"

Collect feedback

High support

Low enthusiasm

High enthusiasm

Low support

Disgruntled Bear

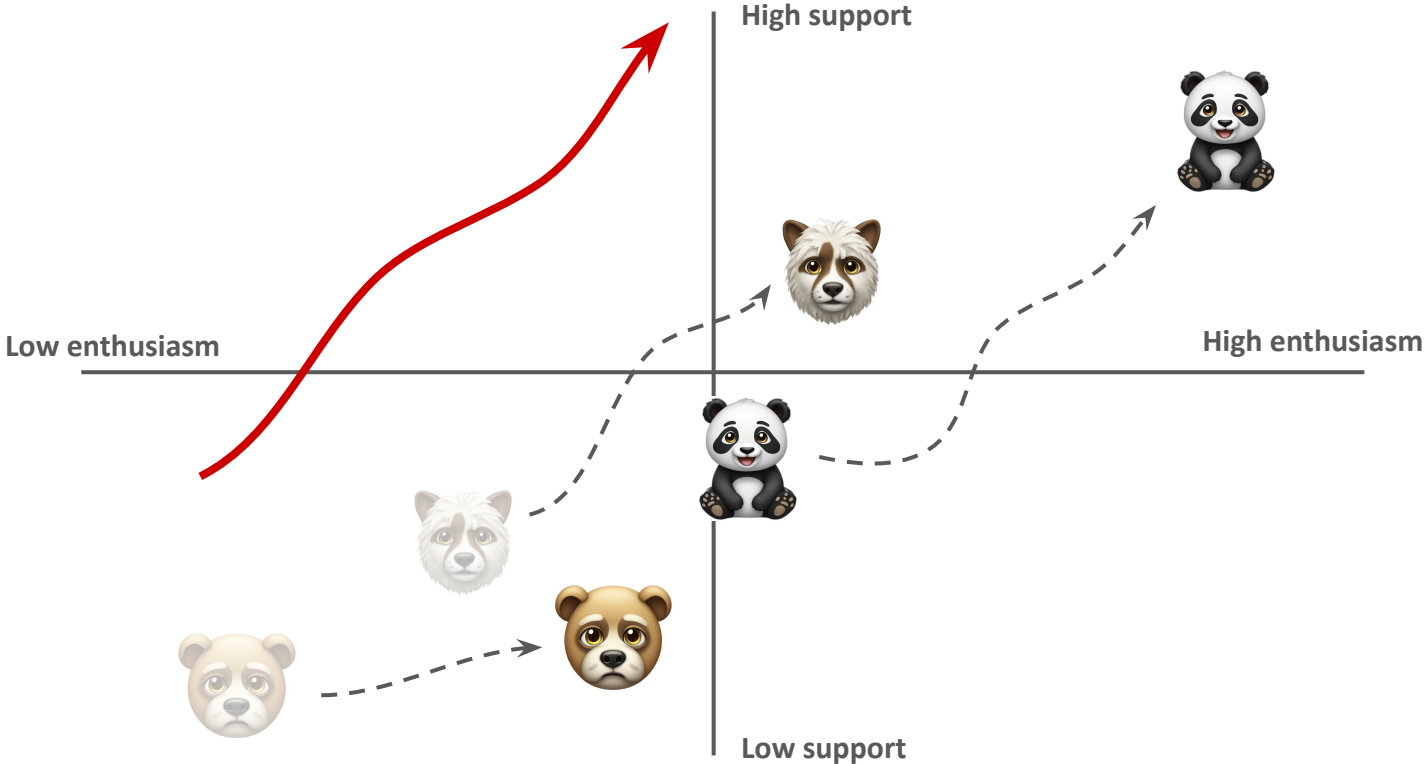"This completely misses the mark!"

Collect feedback

High support

Low enthusiasm

High enthusiasm

Low support

Collect feedback

Start with genuinely caring about your users.
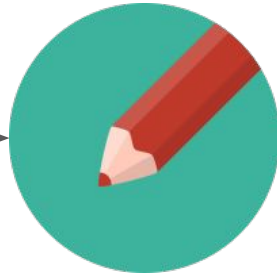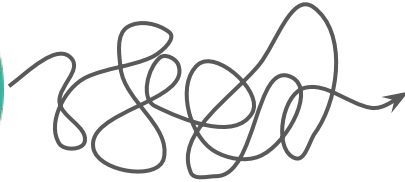Enthusiasm and support will follow.

When big-banging…

Set up a team
with commitment

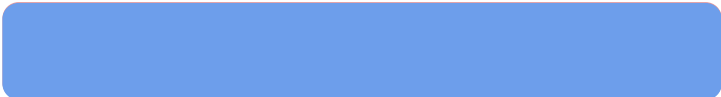**Measure success**
to foster right behavior

Collect feedback
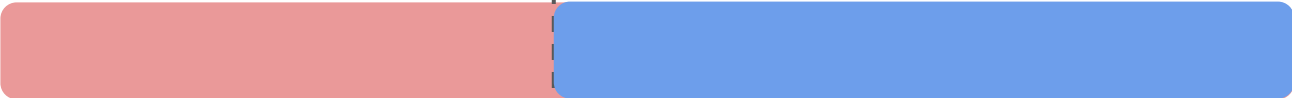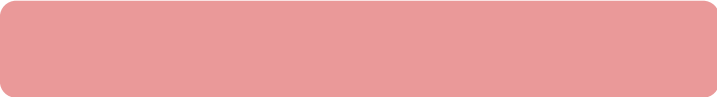early enough

Release smartly
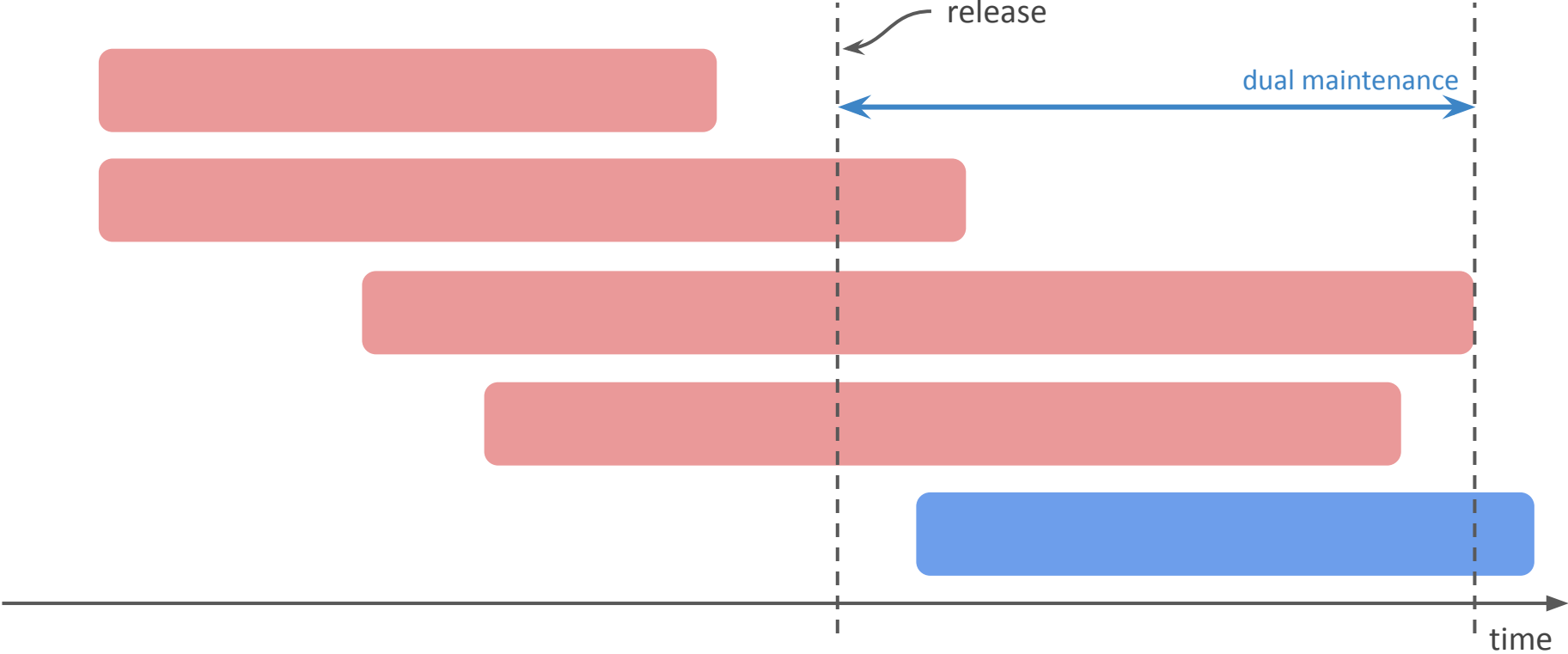and avoid comparisons

👆

Release smartly

Release smartly

Release smartly

Release smartly

There are multiple ways to a release.
Choose the one that optimizes user adoption
(and makes you sleep well).

When big-banging…

- **Set up a dedicated team** for smooth transitions and successful outcomes.

- **Measure success** with metrics that drives desired behaviors.

- **Collect feedback** early and often to show empathy towards your users.

- **Release smartly** to maintain user satisfaction and your own piece of mind.

This is me

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