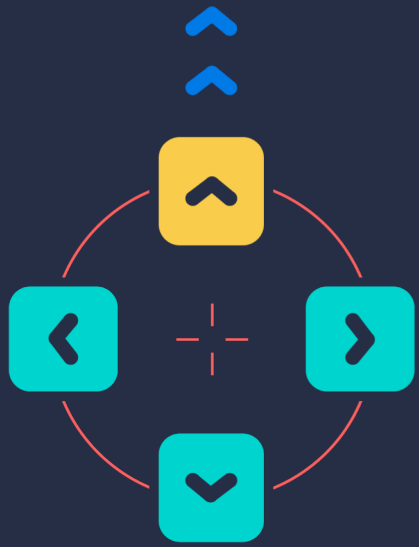
Experimentation-Driven Product Development

Driving Innovation through Experimentation

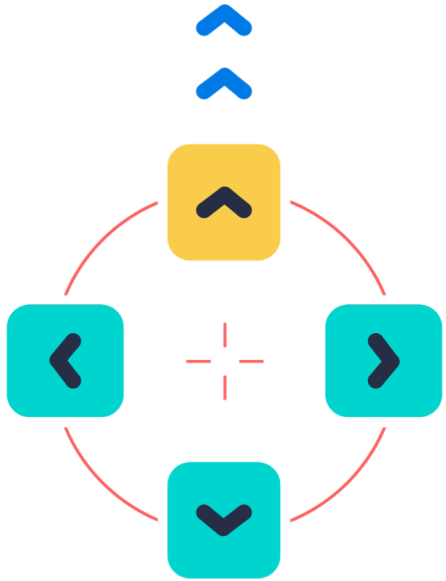


Jimmy Simons

Business Development
Jimmy@Optimizely.com

Agenda

- Who are Optimizely?
- Why Experimentation Matters
- What Is Experimentation-Driven Product Development?
- Lessons from the Field



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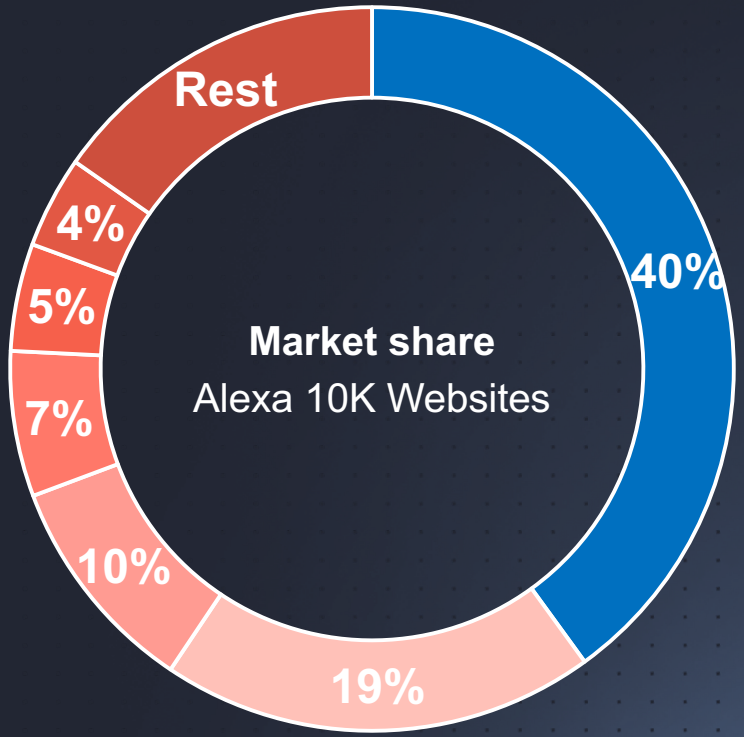

#1

EXPERIMENTATION PLATFORM

78 Billion

EXPERIMENT PARTICIPANTS PER YEAR

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Optimizely

The Old Way

DESIGN → BUILD → LAUNCH * → PRAY

* Infrequently, only when done, with no real-time customer feedback

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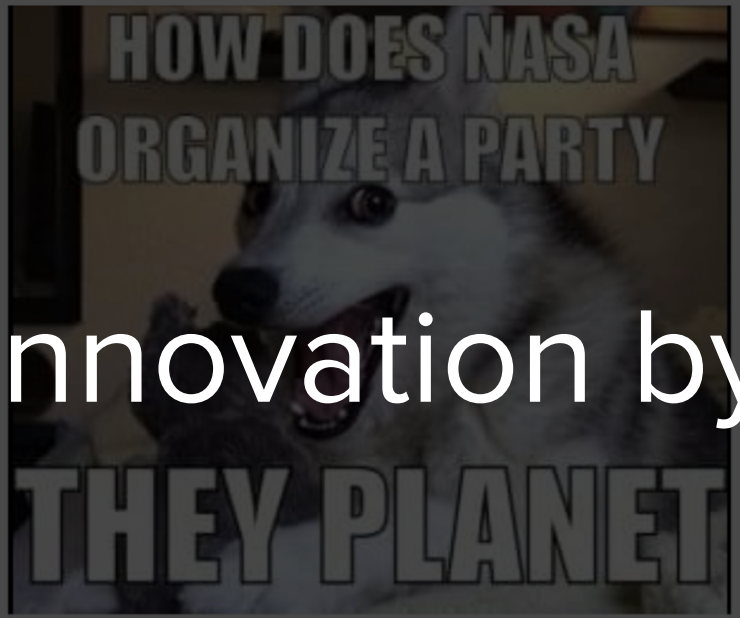

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Innovation by the hour

“

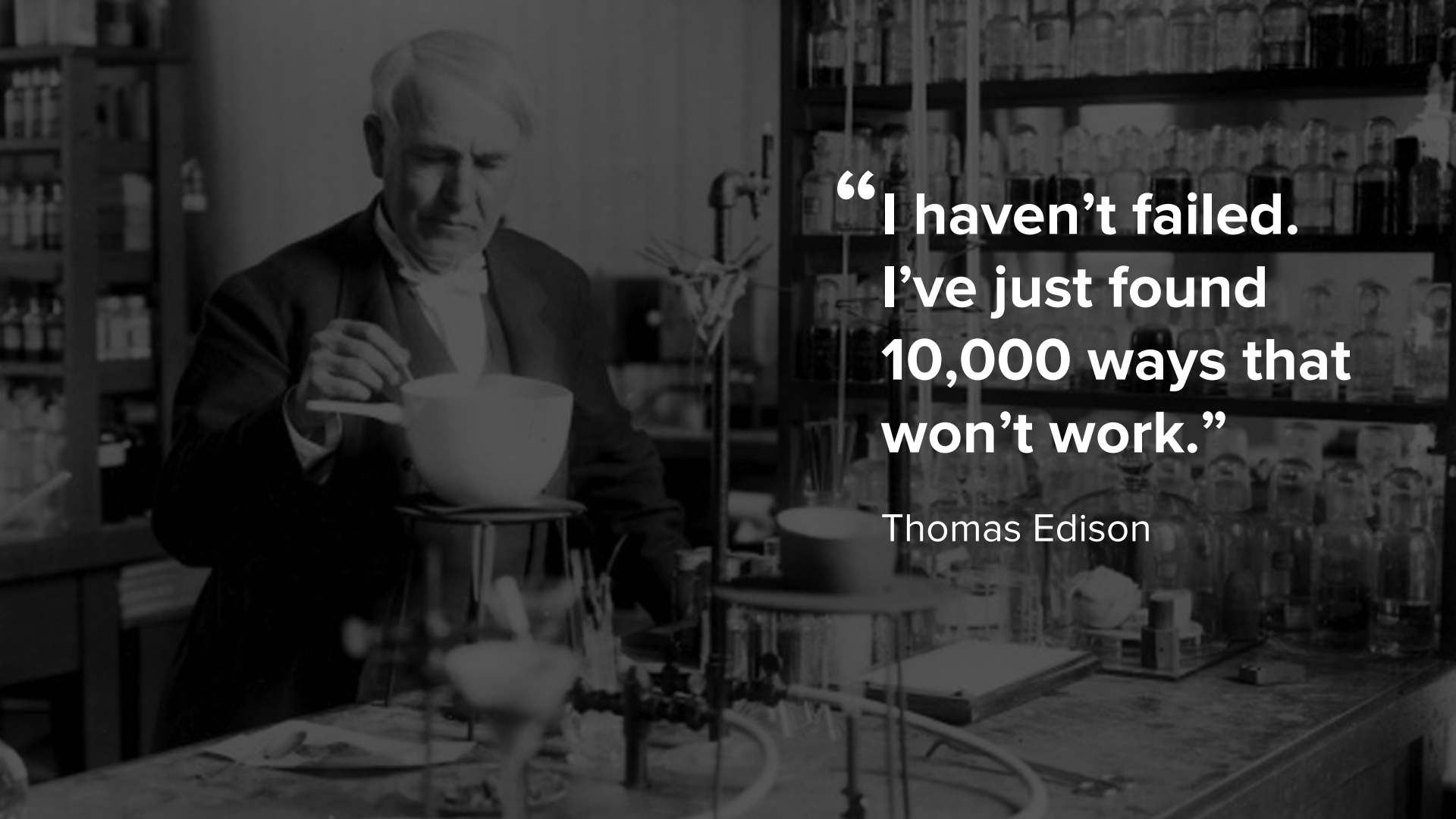
At any given point in time, there isn't just one version of Facebook running, there are probably 10,000.

”

Mark Zuckerberg

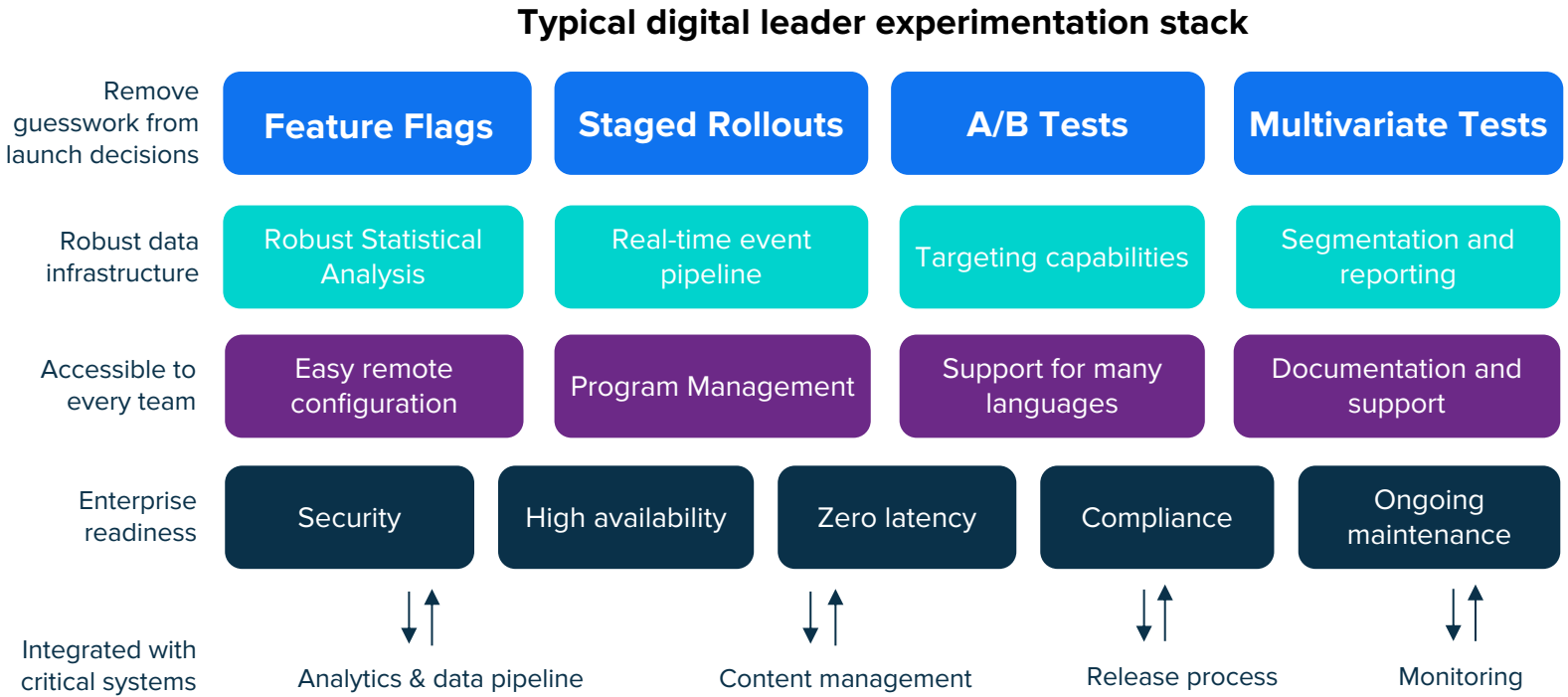
The "New" Way

DESIGN → BUILD → EXPERIMENT → ITERATE

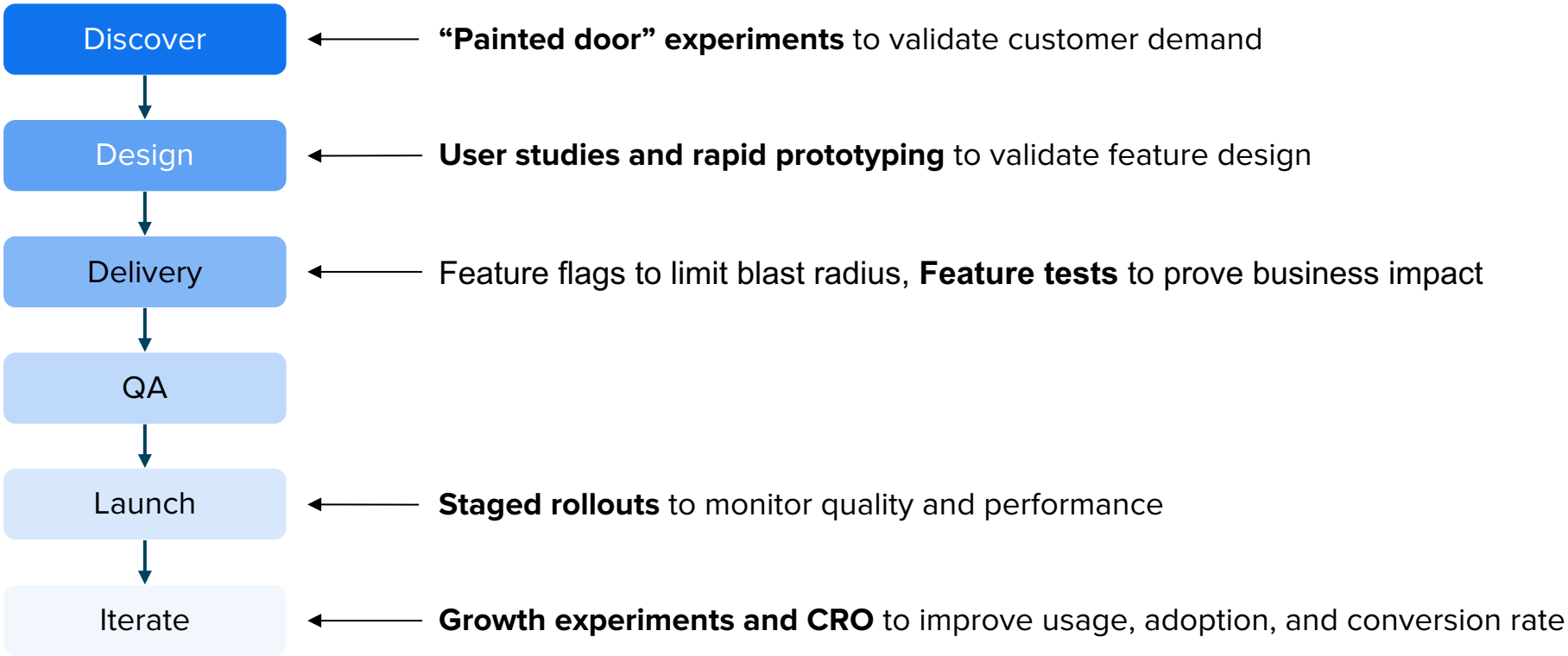

“I haven’t failed. I’ve just found 10,000 ways that won’t work.”
Thomas Edison

Experimentation-Driven Product Development

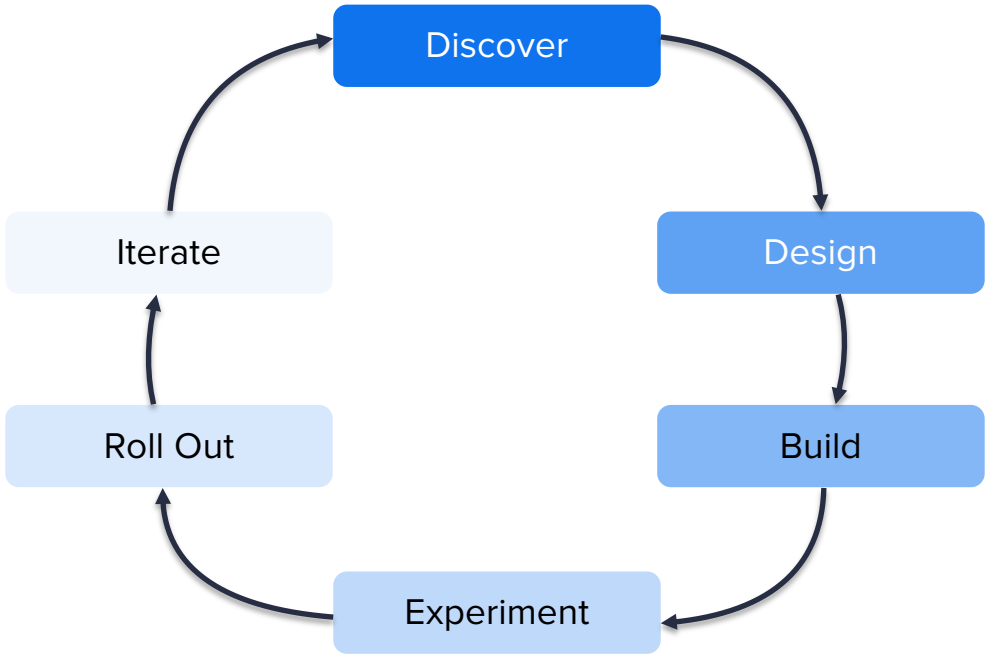
The Best Companies Have Built Complex Infrastructure



Experiment-driven product development lifecycle



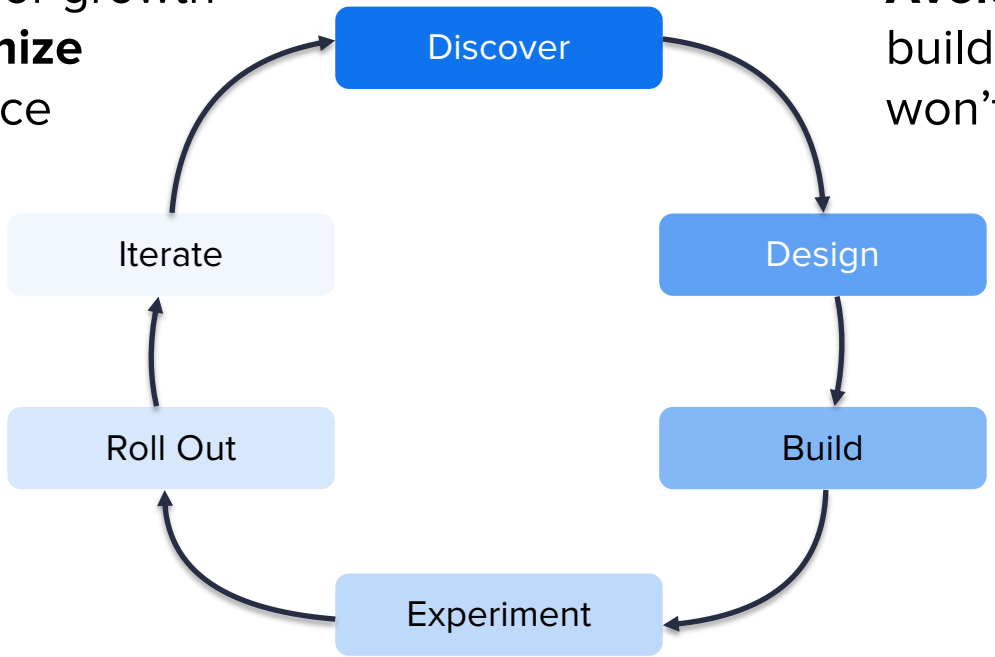
Experiment-driven product development lifecycle



Test and Learn at Every Step of Product Development

Optimize for growth and **maximize** performance

Avoid investing in building features that won't meet goals



Minimize risk when releasing new features

FAIL FAST AND CARRY ON

What companies are doing this?

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Scaling Airbnb's Experimentation Platform

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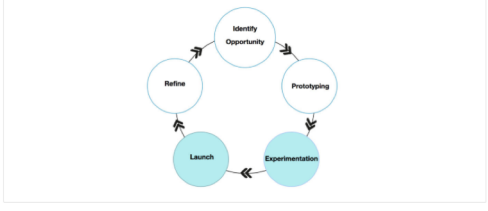
Building an Intelligent Experimentation Platform with Uber Engineering

By Eva Feng & Zhenyu Zhao

May 4, 2017



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During our inaugural Uber Technology Day, data scientist Eva Feng delivered a presentation on Uber's experimentation platform (XP). In this article, she and colleague Zhenyu Zhao detail how Uber engineered an XP capable of rolling out new features stably and quickly at scale.

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It's All A/Bout Testing: The Netflix Experimentation Platform

Ever wonder how Netflix serves a great streaming experience with high-quality video and minimal playback interruptions? Thank the team of engineers and data scientists who constantly A/B test their innovations to our adaptive streaming and content delivery network algorithms. What about more obvious changes, such as the complete redesign of our UI layout or our new personalized homepage? Yes, all thoroughly A/B tested.

Netflix Blog Post

Fostering a Culture of Experimentation at Skyscanner

by Sophie Harpur

Skyscanner Blog Post

How Booking.com A/B Tests like Nobody's Business

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Your Product
Roadmap is your
Experiment Roadmap