

9 THINGS I FOUND OUT at experimentation elite



1

AI can be used better Stephen Pavlovich

Stop using AI as a fake “feature”
and start using it meaningfully to:

1. Get insights at scale
2. Prioritise experiments
3. Make data & insights accessible to everyone

2

The 4 R's of retention

Me

If you want retention, then:

1. You need to **resonate**
2. To do that you need to build **relationships**
3. To build relationships you need to **really** understand who you're dealing with
4. But in the context of a users **reality** and not just your own

3

Out with the old, in with the new

Valentin Radu

Think differently and do this:

1. Use visitor and customer behaviour data
2. Define success by CR, RpV and Customer Lifetime Value
3. Monitor customer experience continuously
4. Use AI to help with CRO where it can do a good job

4

Context is everything

Hannah Tickle

Consider the wider picture...

1. Context is the physical, social, psychological, emotional setting in which a task is being done
2. Use device context to refine user experiences across different devices and situations

5

Solution bias sucks

Iqbal Ali

Humans are fallible...

1. We prefer certain solutions over others, even if they don't solve the problem
2. Avoid this by using AI to define better solutions by digging into the root causes, faster
3. It's a human/machine collaboration. You need to speak the same language (be better at prompts)

6

Unusual practices are cool

Eden Bidani

Avoid group think and go rogue...

1. Use pattern interrupts to differentiate
2. Embrace your flaws before someone else points them out
3. Increase friction to make users pause and think
4. Lead with features instead of benefits

7

Everything, everywhere all at once

Rafael Osori & Marcus García

Do this to get experimentation culture

1. Choose tools that are rigorous, scalable and flexible
2. Move from centralised teams to fully distributed where everyone is a PeWE (person who experiments)
3. Remove the obstacles that stop people learning and experimenting

8

Say *yaasss* to accessibility

Luzia da Lange

Did you know that...

1. 18 billion people have a disability that affects their web use
2. They have about \$1.9 trillion of disposable income
3. But they can't access 70% of digital content
4. Read point 2 & 3, **again**
5. **WHY** are you still reading this and not improving accessibility?

9

Customer journeys are da bomb...

André Vieira

All the cool catz are...

1. Realising customer journey optimisation is amazeballs...
2. Understanding customer centricity is not a cliché, it's the KING
3. Figuring out KPIs suck, except CX based ones which rule
4. Perfecting functional and feel good journeys for the big wins

Learned something?



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