

AI Doesn't Replace Thinking. It Exposes It.



**My Biggest Takeaway From Sarah
Cridland's Experimentation Elite
Keynote**

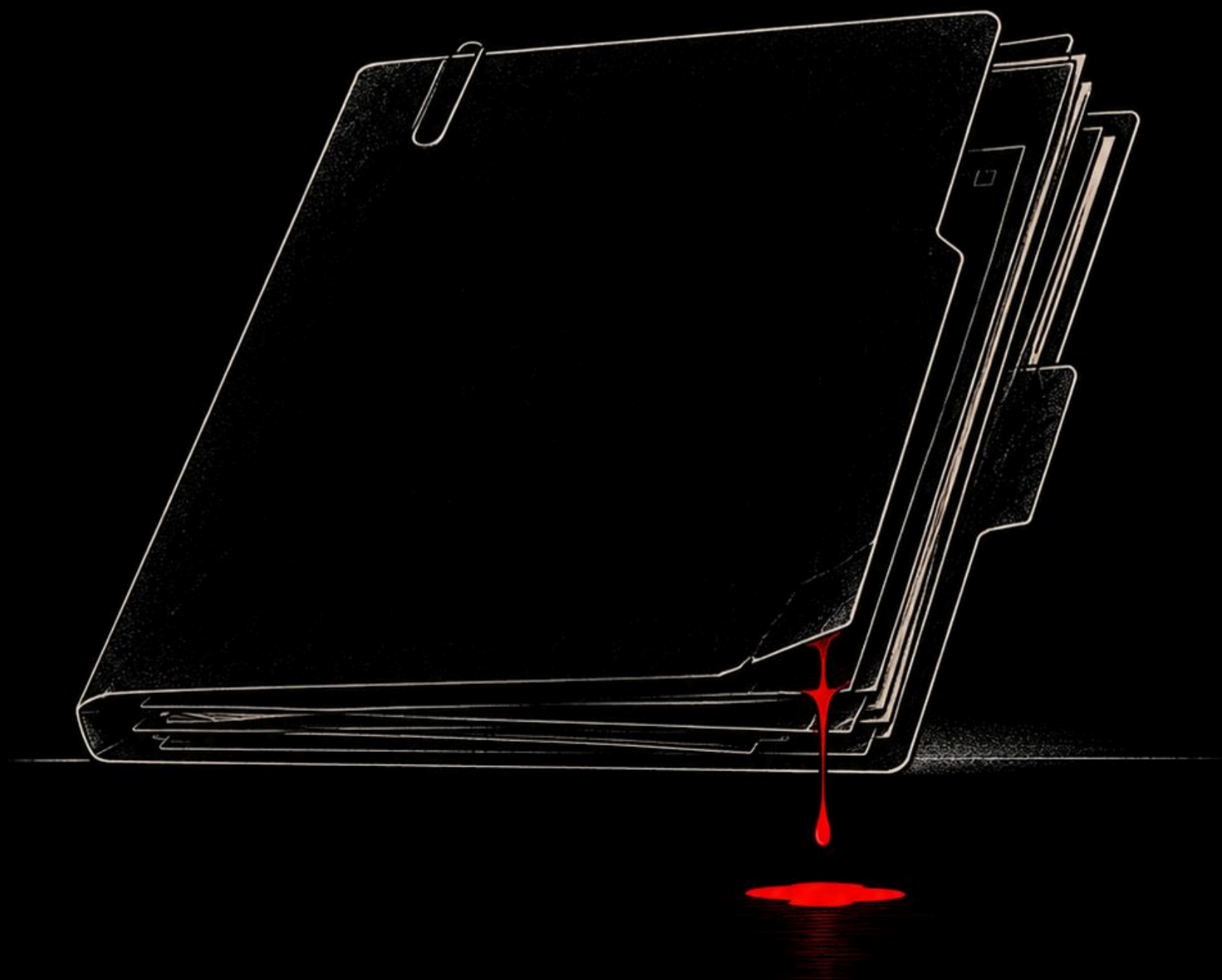


TL;DR

Bad Thinking Scales Beautifully.

- AI needs context.
- AI can hallucinate.
- AI can inherit bias.
- AI can flatten judgement.
- AI still needs a thinking human.

**The Tool Is Not The
Thinker.**



A Detective Had The Evidence.

Means. Motive. Opportunity.

- The suspect was at the scene.
- She had a motive.
- She could use the weapon.
- The story made sense.
- So he arrested her.

One Problem: He Was Wrong.





The Missing Context Changed The Murderer.

One Hidden Detail Broke The
Whole Case.

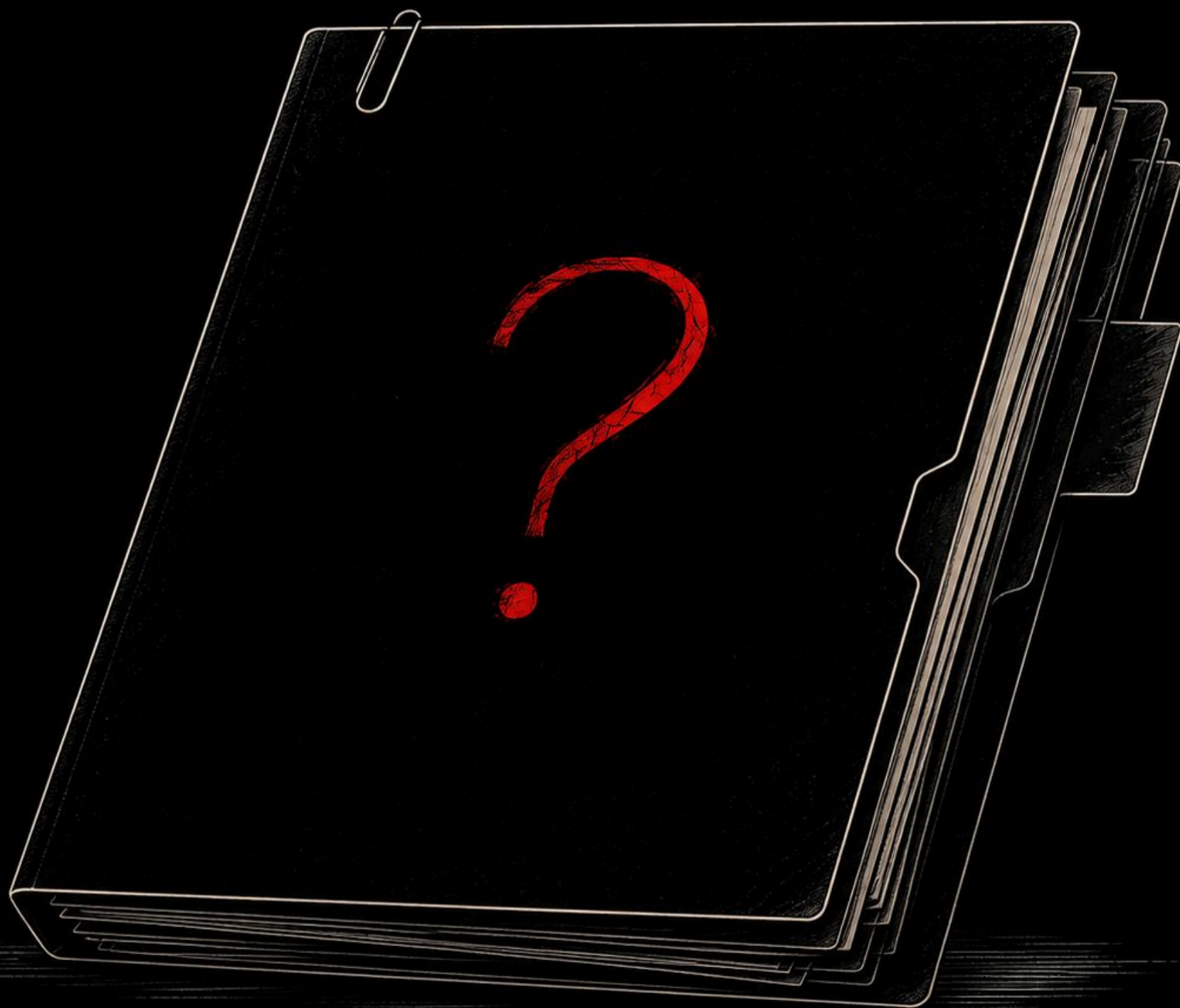
Context Is Evidence.

That Is The AI Problem In Miniature.

**AI Can Only Work With The
Case File You Give It.**

- It does not know your intent.
- It does not know your history.
- It does not know your constraints.
- It does not know your hidden evidence.
- So it fills gaps.

Fluent Guessing Is Still Guessing.



The Best Context Is Often Invisible.

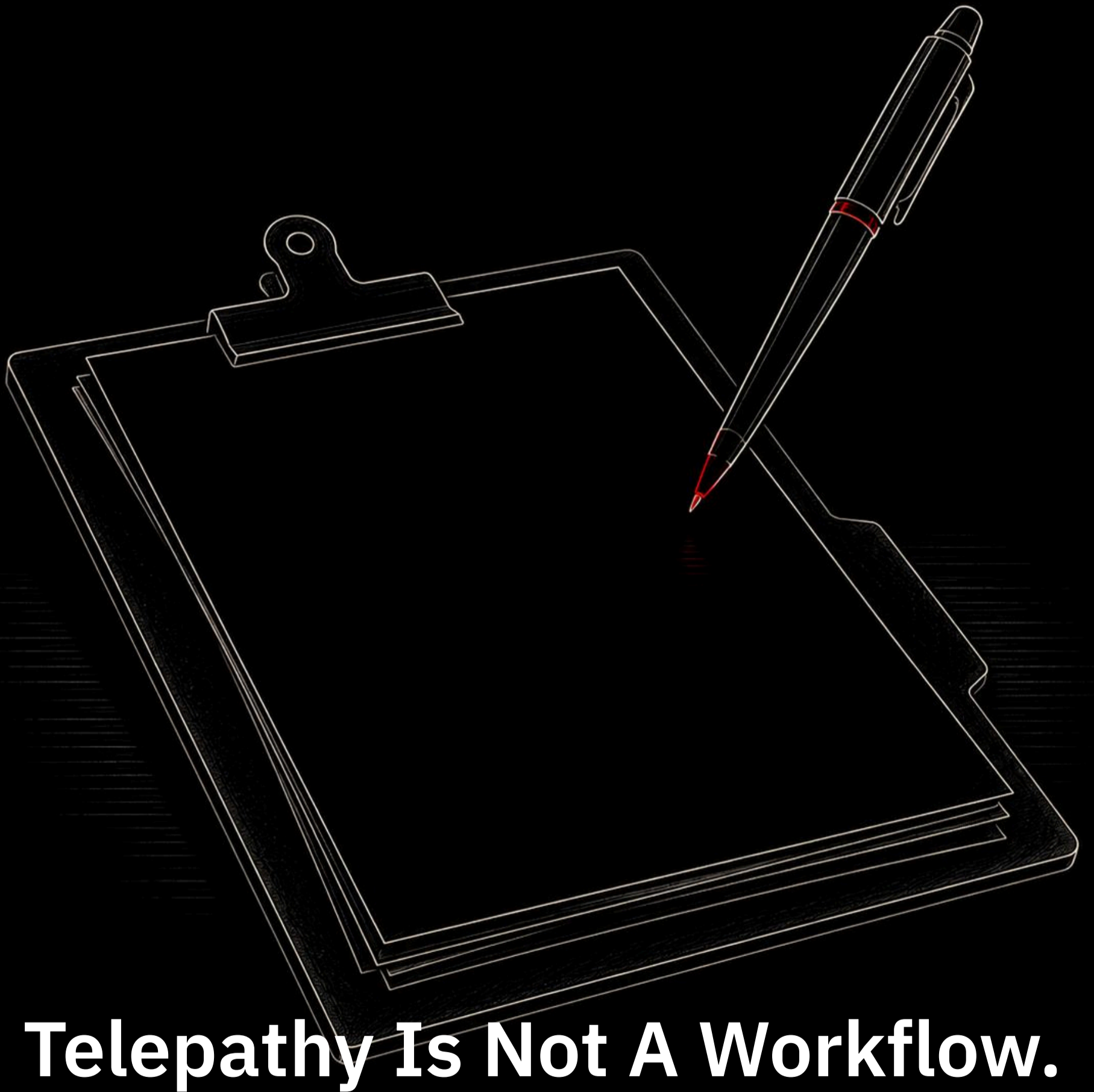
It Sits In Places AI Cannot Automatically Reach.

- Internal research
- Past experiments
- Customer conversations
- Team decisions
- The judgement in someone's head

**The Useful Stuff Is
Often Buried.**



**AI Cannot Read The
Brief You Never Wrote.**



Telepathy Is Not A Workflow.

Experts Forget How Much They Know.

A/B Test Analysis Is Not Just “Looking At Results”.

- Why did the test exist?
- What behaviour changed?
- Is the data valid?
- What did previous research show?
- What does this mean for users?

Your Autopilot Is Full Of Expertise.



Some Context Is Easy To Give.

Some Has To Be Excavated.

- What you know
- What you need to find
- What you do not know exists
- What you know, but forgot you know

Unknown Knowns Are Sneaky Little Beasts.



So Research Yourself.

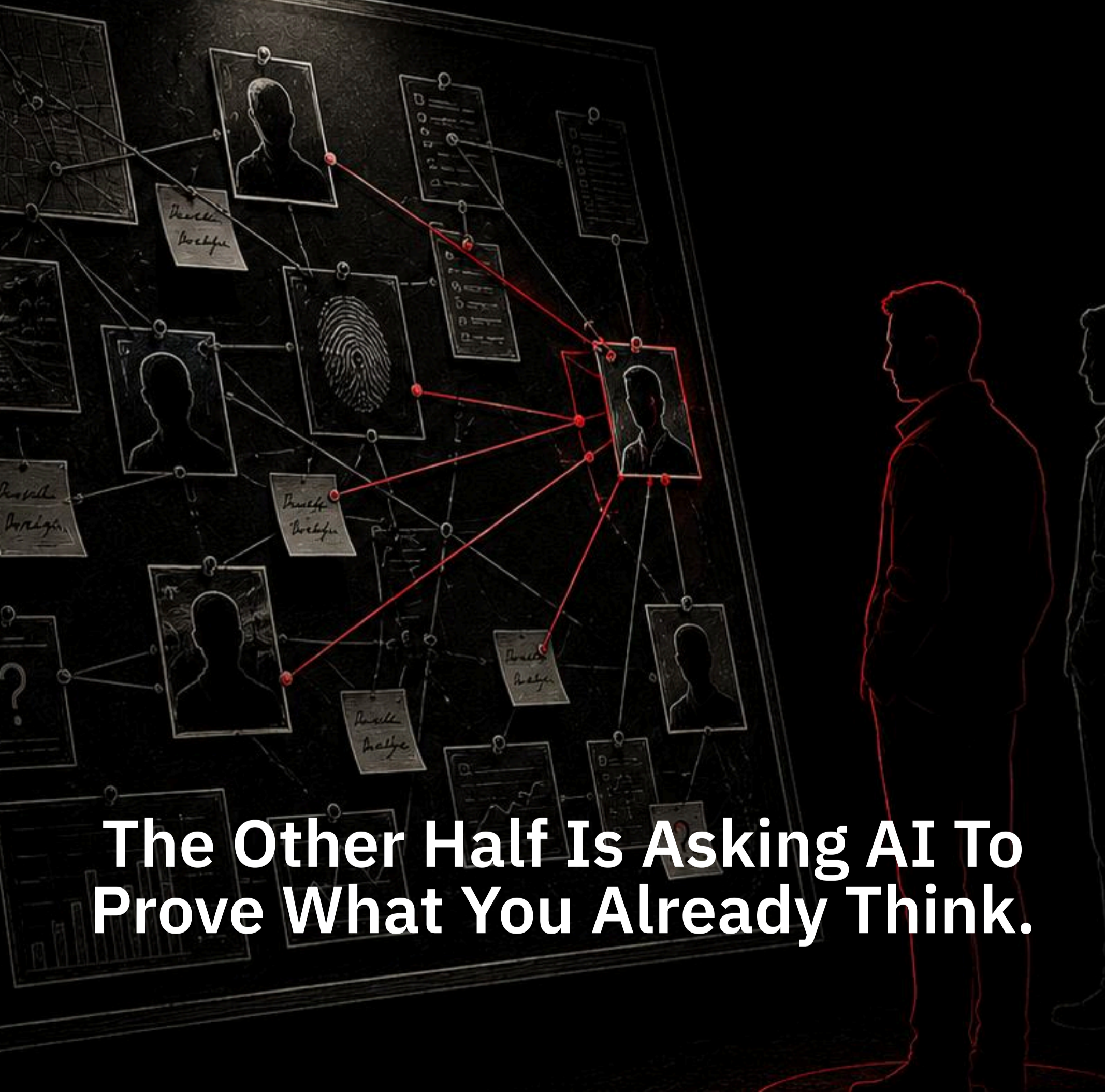
Treat Your Own Expertise Like A User Behaviour Problem.

- Pick a task you do often.
- Slow it down.
- Narrate your decisions.
- List what you are drawing on.
- Turn that into reusable context.

Make Your Thinking Visible.



**But Missing Context Is
Only Half The Problem.**



**The Other Half Is Asking AI To
Prove What You Already Think.**

Enter: The Hallucinated Gamekeeper.

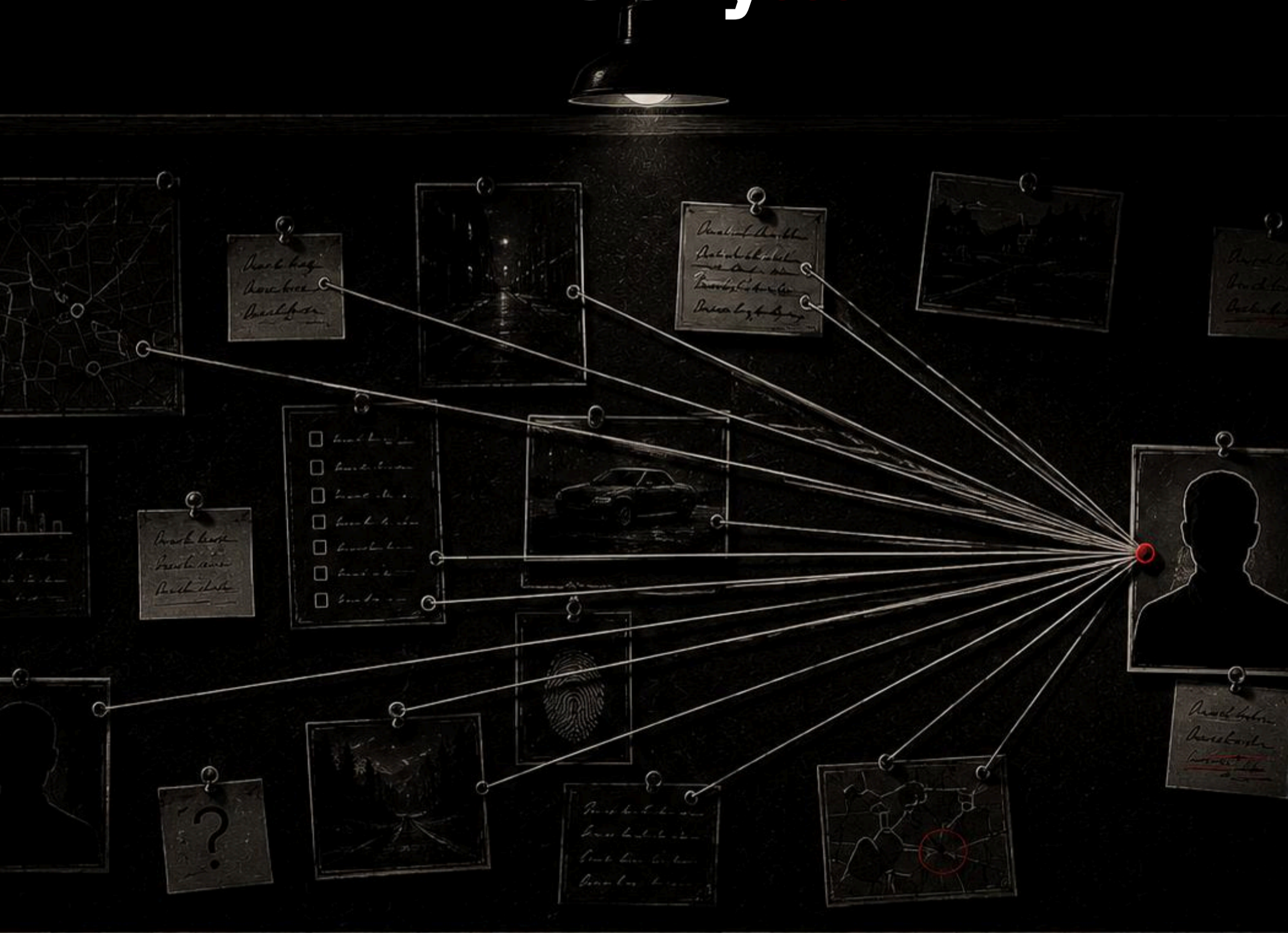
**In Sarah's Murder Story, AI
Produced Evidence That Did Not
Exist.**

- The prompt was leading.
- The answer sounded plausible.
- The detail supported the theory.
- The detective believed it.
- The case went sideways.

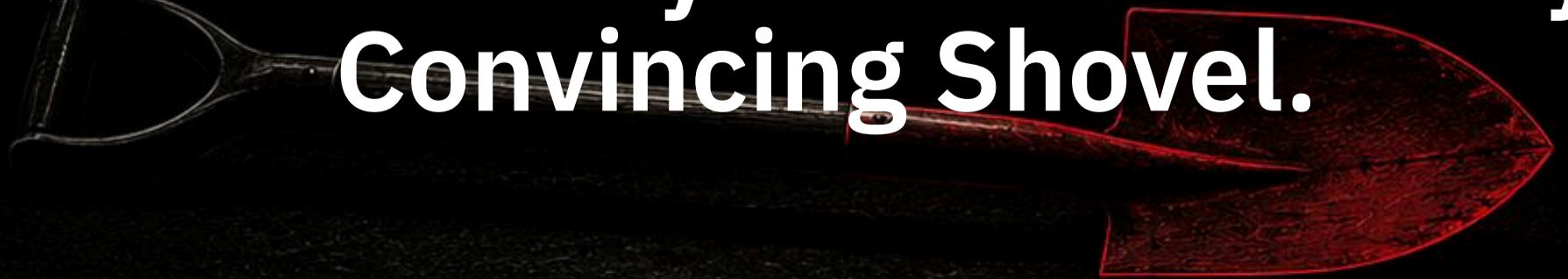
Plausible Is Not Proof.



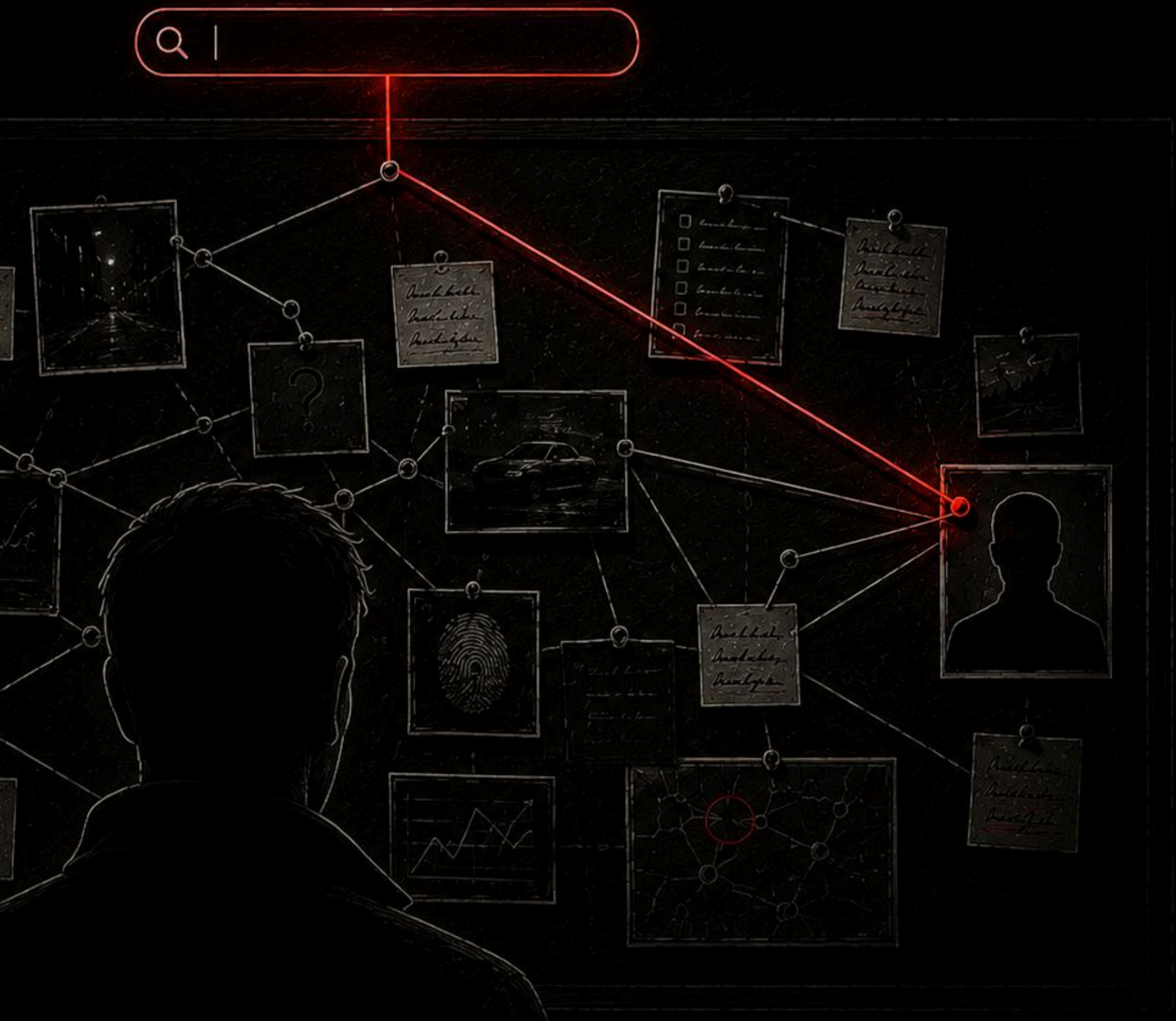
Ask AI To Support Your Theory...



...And It May Hand You A Very Convincing Shovel.



Because Confirmation Bias Now Has Autocomplete.



Use Experimentation Discipline.

**Do Not Treat AI Like An Oracle.
Treat It Like A Test.**

- Define the problem.
- Use trusted sources.
- Ban gap-filling.
- Ask for uncertainty.
- Verify the evidence.

Same Discipline. New Tool.



*motive?
opportunity?
means?*

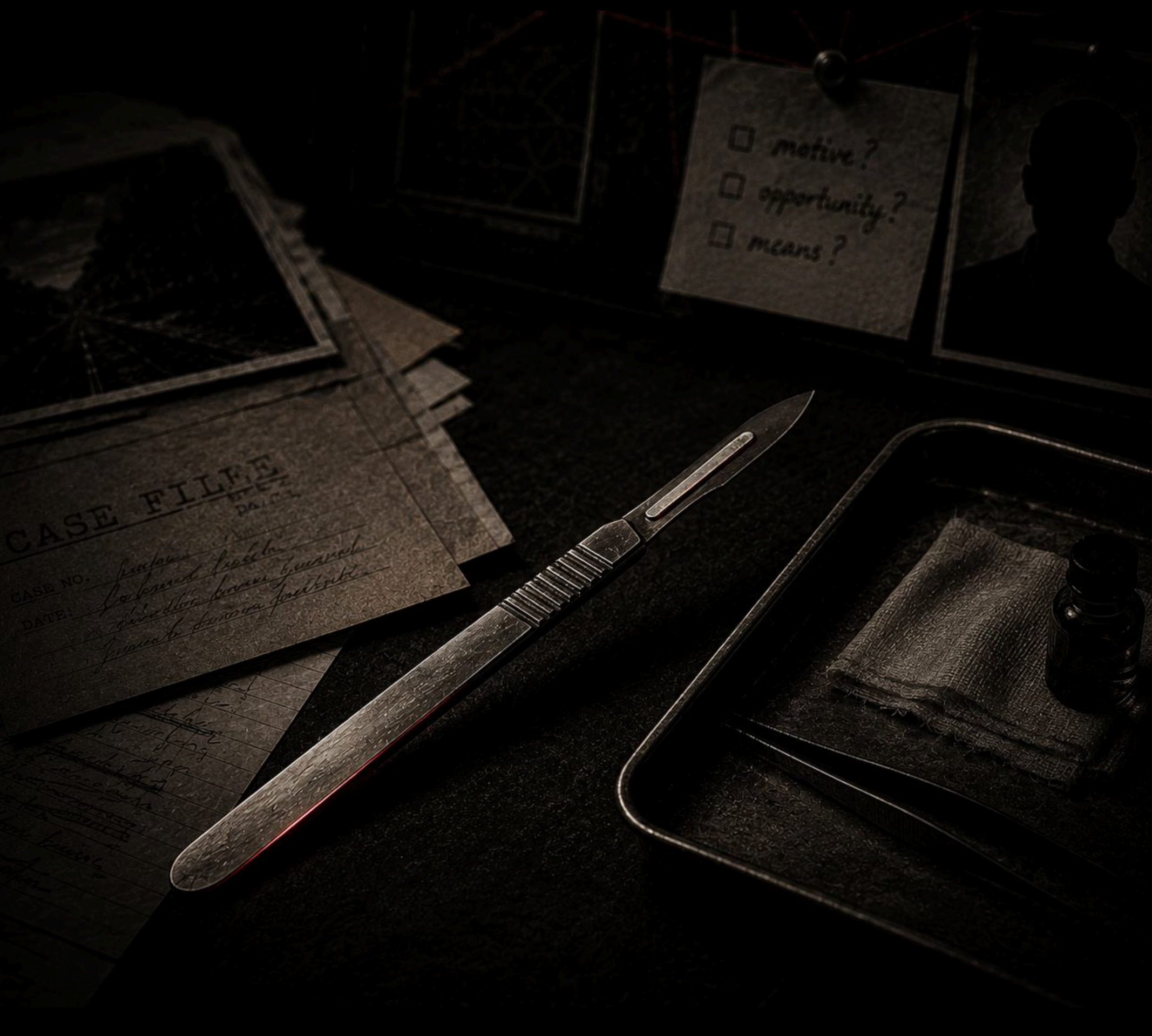


This Is Not An Anti-AI Argument.

AI Can Absolutely Make The Work Better.

- Faster drafts
- Better brainstorming
- Cleaner summaries
- Less grunt work
- More room for judgement

But It Is The Scalpel, Not The Surgeon.



Do Not Outsource Your Scepticism.

AI Is A Thinking Amplifier.

- Feed it context.
- Give it constraints.
- Check its work.
- Challenge its assumptions.
- Keep training your own brain.

But the human should still be in control.



Hi. I'm Abi.

I'm the founder of **WeAreCorpus**.

We help teams make better digital decisions through sharper UX, research and upstream optimisation: understanding the signals, assumptions and expectations that shape behaviour before people reach your website.

I also write up the best things I hear at conferences, so people who couldn't be in the room can still learn from them.

If this was useful, share it with someone who'd appreciate the notes.

Good ideas travel further when we pass them on.