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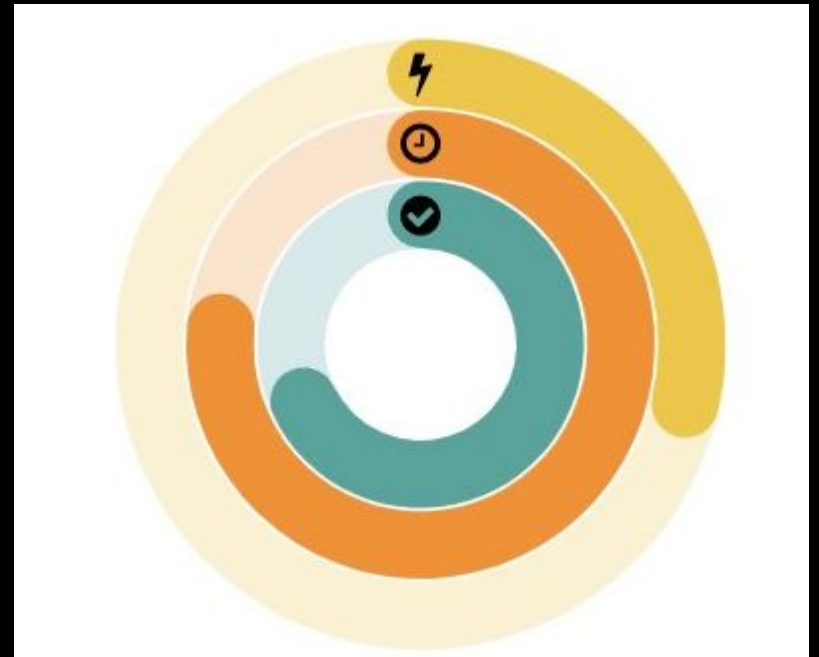
# THE WEEKLY BUZZ

**MAY 14, 2021**



# Why we use experimentation quality as the main KPI for our experimentation platform

SOURCE  
Booking Product



**“Running bad experiments is just a very expensive and convoluted way to make unreliable decisions.”**



**So, Booking uses an **experiment decision quality KPI** with rules around test design, execution and shipping.**



**#1 Design** category checks for things which happen before the start of an experiment.

**#2 Execution** category is mainly about the planned experiment duration and the adherence to that plan.

**#3 Shipping** validates that the decision is in line with the shipping criteria.

[Check out the full post.](#)



# A/B Testing and Experimentation: Tactics From Matt Gershoff

SOURCE  
Accutics



**Solutionism** is when we hyperfocus on a solution or tool, but

1. without thinking through the details of the problem and
2. without fully understanding the limits of the solution.

So, **think first about the problem** rather than the Solution.



Take a **transformative view** of experimentation rather than just an incremental value view.

The transformative view aka culture change **increases the liquidity of ideas** flowing from employees into the product and customer experiences, unlocking the full potential of the company to deliver products.





## Active vs Passive Data Collection

Experiments explicitly collect the data needed to **answer a specific question** - active data collection - whereas analytics tends to collect a lot of data before the questions are known, **just in case** it is needed to answer some currently unknown future question.



# Common hurdles for experimentation programs

**#1 Align expectations** from A/B testing i.e. making better decisions rather than slowing down decision making.

**#2 Establish a process** for efficient management of business ideas, design and execution of experiments and analysis and dissemination of learnings.

[Check out the post here.](#)





# Experiment Nation

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