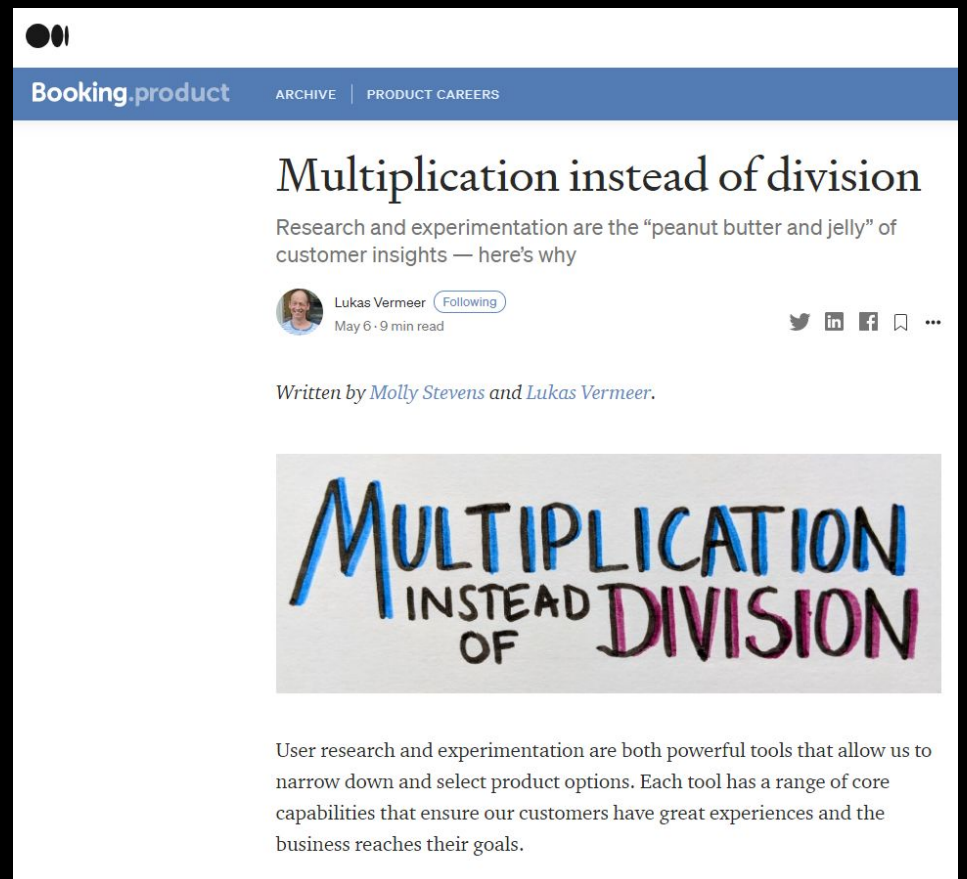

THE WEEKLY BUZZ

MAY 21, 2021



Multiplication instead of division

SOURCE
Booking Product



The screenshot shows a web article from Booking Product. The header includes the site name 'Booking.product' and navigation links for 'ARCHIVE' and 'PRODUCT CAREERS'. The article title is 'Multiplication instead of division', with a subtitle: 'Research and experimentation are the “peanut butter and jelly” of customer insights — here’s why’. The author is identified as Lukas Vermeer, with a 'Following' button and a 'May 6 · 9 min read' timestamp. Social media sharing icons for Twitter, LinkedIn, Facebook, and a bookmark icon are visible. The article is attributed to 'Molly Stevens and Lukas Vermeer'. A central image features the title 'MULTIPLICATION INSTEAD OF DIVISION' in a hand-drawn, colorful font. The main text of the article begins with: 'User research and experimentation are both powerful tools that allow us to narrow down and select product options. Each tool has a range of core capabilities that ensure our customers have great experiences and the business reaches their goals.'

Booking.product ARCHIVE | PRODUCT CAREERS

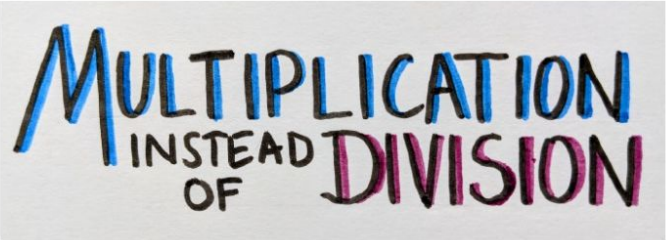
Multiplication instead of division

Research and experimentation are the “peanut butter and jelly” of customer insights — here’s why

Lukas Vermeer [Following](#)
May 6 · 9 min read

[Twitter](#) [LinkedIn](#) [Facebook](#) [Bookmark](#) [More](#)

Written by *Molly Stevens* and *Lukas Vermeer*.



User research and experimentation are both powerful tools that allow us to narrow down and select product options. Each tool has a range of core capabilities that ensure our customers have great experiences and the business reaches their goals.



**“Instead of thinking in terms of research
VERSUS experimentation, we should be
thinking how we can use **research**
TIMES experimentation.”**



Research seeks to answer what and why behind human behaviors and drives roadmaps, products/ features and experiments.



Research can be used to gather data for a **broad range of topics**, which may or may not have a clearly-defined hypothesis yet.

On the other hand, every experiment is designed specifically to collect **evidence for one of these hypotheses.**



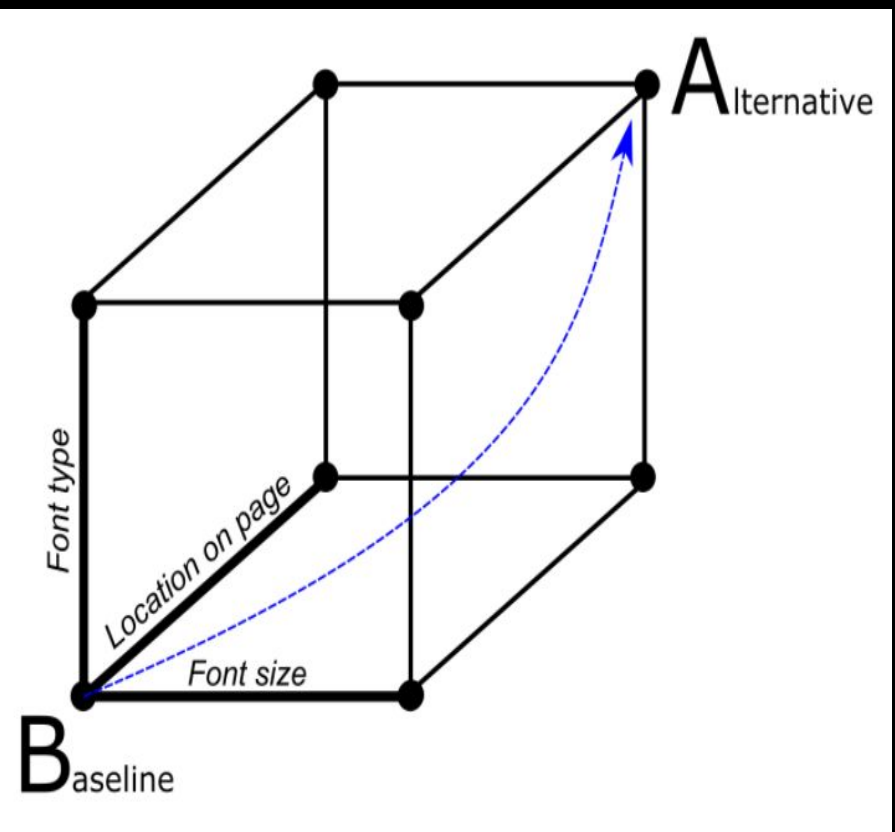
“Data quality and statistical rigor are obviously important factors when running experiments, but it is important to acknowledge that these cannot fix a weak hypothesis or an inferior treatment.”

[Read the post to see an example of research & experimentation collab.](#)



What you can learn from one extra experiment

SOURCE
Kevin Dunn



“Not all experiments lead to optimization. Often **learning which factors have an effect, and by how much, is all that is needed.”**



When reading reports of failed A/B tests, ask which other combinations of the factors would have been successful.

Was it maybe an interaction in the system that undid the gains of an individual factors?



For successful tests, **was it just luck/good intuition** that the alternative scenario was better?

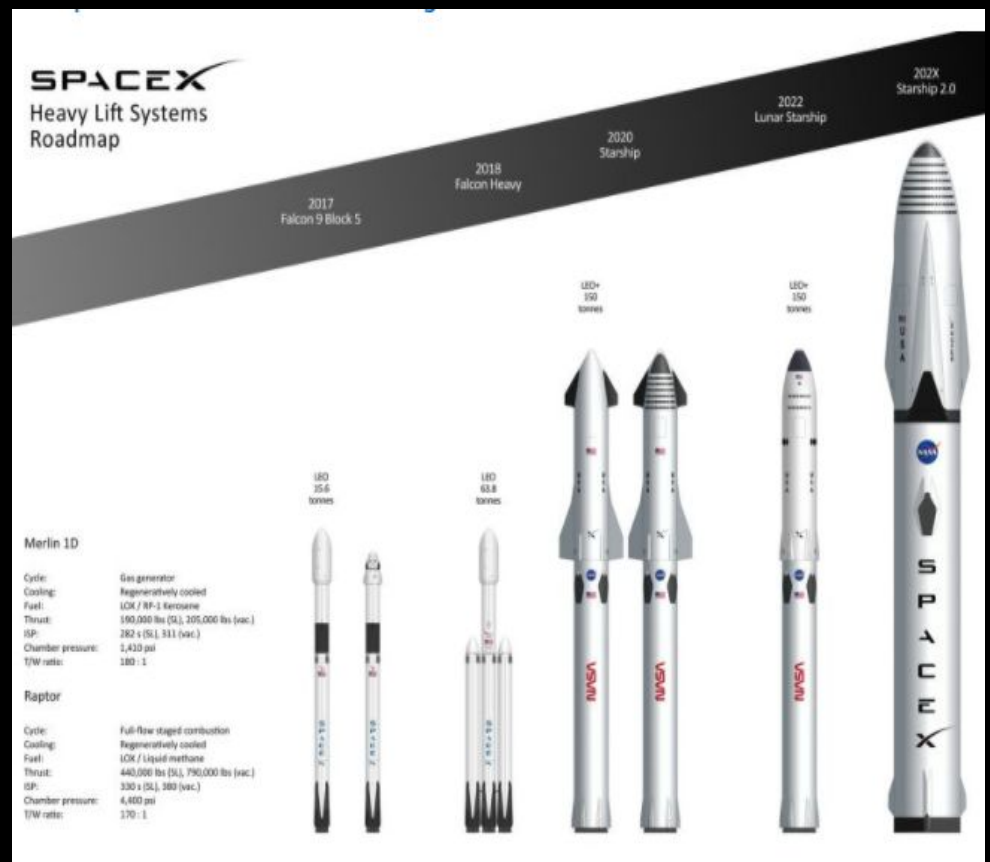
How much else could have been learned at the other combinations?

[Check out the post for why you should go beyond A/B testing.](#)



How does Failure help you in Experimentation?

SOURCE
Craig Sullivan



“Invention is the partner of failure.”

Starting with testing the cryo tank in January 2021 to a full flight and perfect landing in 14 months. Tesla just iterate, explode, fix, measure and reach their goal in super-fast time.

[Check out the linkedin post.](#)





Experiment Nation

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