

The Weekly Buzz

By Bithika Mehra and John Ostrowski

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Wash, Rinse, Repeat: Structured Ideation Leads to Consistently Higher Win Rates

SOURCE

Merritt Aho, Search Discovery



Some of the best sources for optimization ideas are:

- **User testing**
- **Comparative analysis using a larger competitive set and a few best-in-class peers from adjacent categories**

- **Ideation workshops**
- **Heuristic analysis using frameworks and principles**
- **Digital behavioral data analysis**
- **Voice of Customer analysis including verbatims from users**

Structured ideation requires
accountability, resources, diverse skill
sets and collaboration and can help
explore a greater breadth of
possibilities, remove expertise bias
and **improve frequency/ magnitude of**
wins.

“The best programs have an established calendar and roadmap of ideation activities, which helps ensure that ideation is carried out consistently and that approaches are diversified in both method and optimization target. They meet regularly to revise the roadmap and to review results of ideation activities. They keep track of where ideas come from and trace test results back to idea sources.”

[Read the full post.](#)



Experimentation & the snowball effect

SOURCE

Bithika Mehra on UX Planet



Why does experimentation thrive in some organizations but falter in others?

Why experimentation becomes a part of the DNA at some organizations but remains an occasional tactic at others?

The difference lies in how the information spreads.

Most information (and viruses) spreads through simple contagion i.e. a glancing contact.

But for novel ideas that require persuasion and have barriers to adoption, you need **complex contagion.**

****Reinforcement** and **social proof** are important drivers of complex contagion.**

How can experimenters use complex contagion at your organizations?

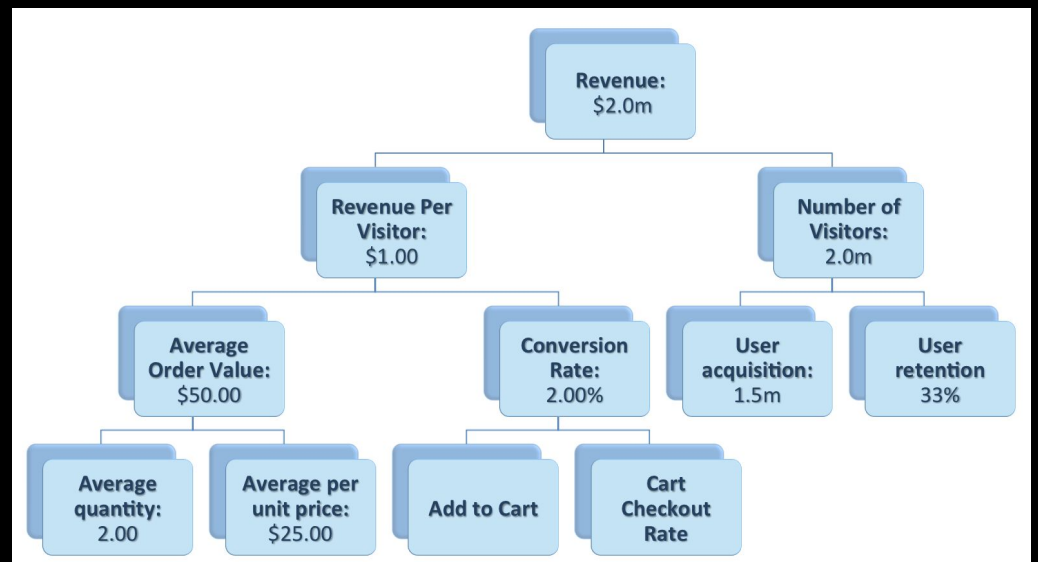
#1 Multiple exposure by taking every opportunity to create awareness about experimentation.

#2 Social reinforcement by sharing success stories and creating a community of early adopters.

#3 By expanding to peripheral groups i.e. different teams that are trying to answer interesting questions.

[Read the full post.](#)

Improve metrics that matter with your optimization program



SOURCE

Optimizely Knowledge Base

Real world problem: “We need to increase revenue by 15%”

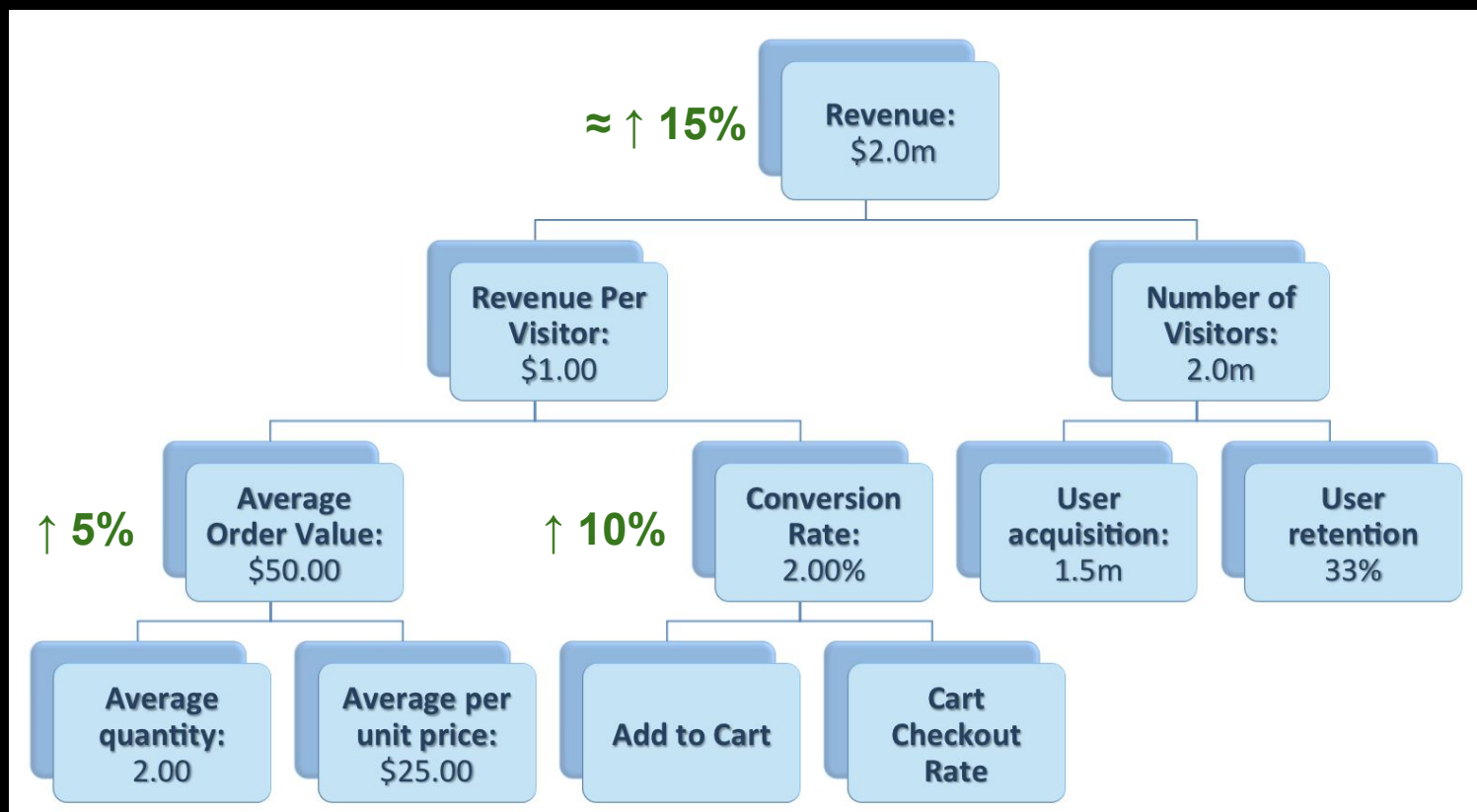
Metric trees are a great mental model to visualise, think through, and communicate initiatives when the business needs to generate top-level impact.



*“Top line metric improvement seems daunting? It’s because it is!
It becomes a lot simpler when breaking it down into smaller steps. Consider thinking of ARPU as a function of conversion rate and AOV.”*

- Positive John

Optimizing AOV and conversions as building blocks to Revenue



When building an optimization strategy, consider first align your program's testing efforts to your company goals.

The process of creating metric trees helps clarifying the connection between business output and leading metrics (e.g., avg. keyword ranking that is input to users that is input to subscribers)

**In short, metric trees should help you
and your team:**

**#1 decide where to focus your
optimization efforts**

**#2 break down broad organizational
imperatives into bite-sized tests**

#3 find multiple avenues to generate impact through optimization targeting leading metrics

#4 help stakeholders grasp the value of your optimization efforts in a language they understand (\$\$)

[Read the post to see examples of metric trees for different business verticals.](#)



“The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and starting on the first one”

- Mark Twain





EXPERIMENT NATION

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