Experimentation AI

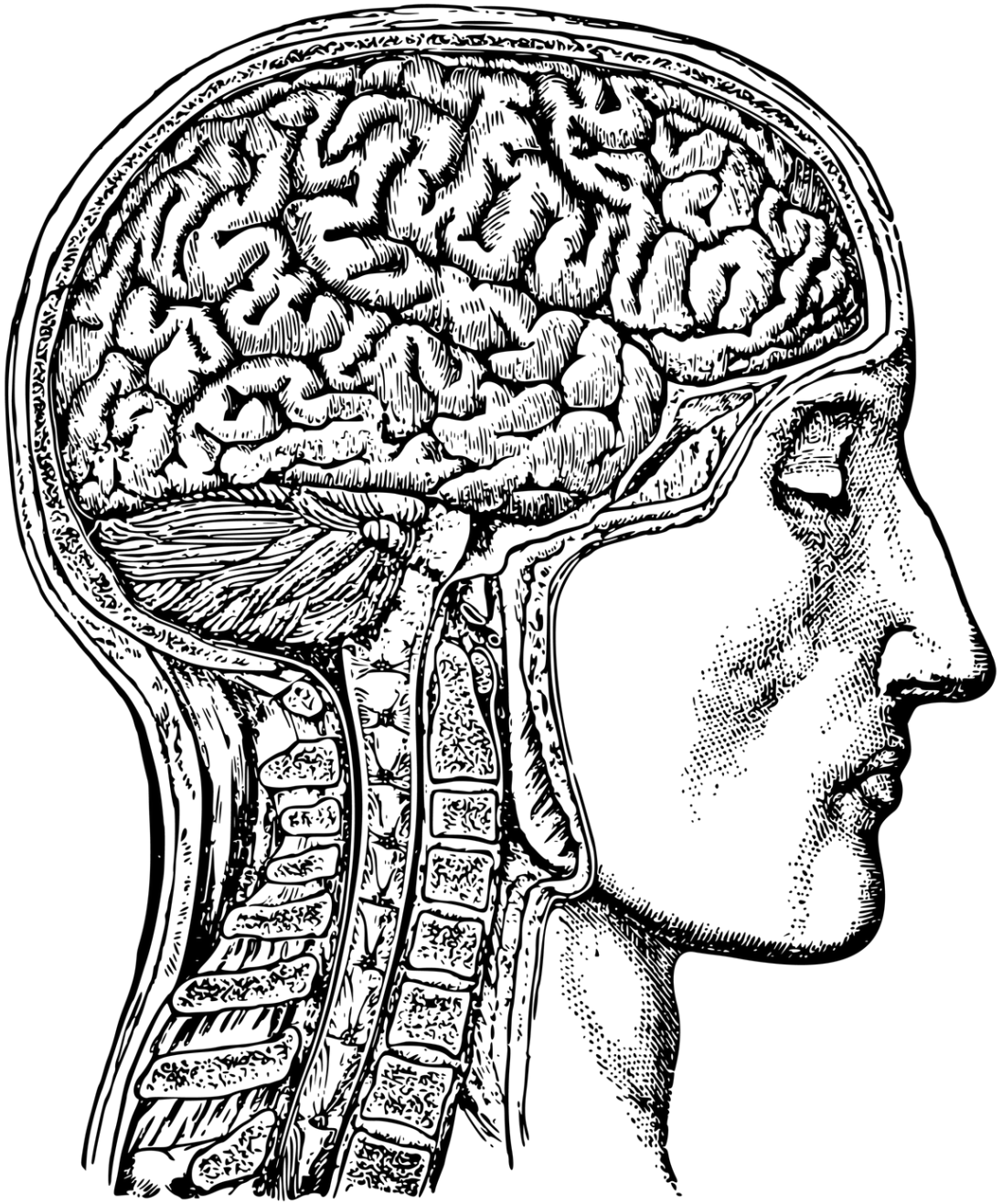
a new kind of intelligence

bit.ly/ddmanov

Hi, my name is Craig

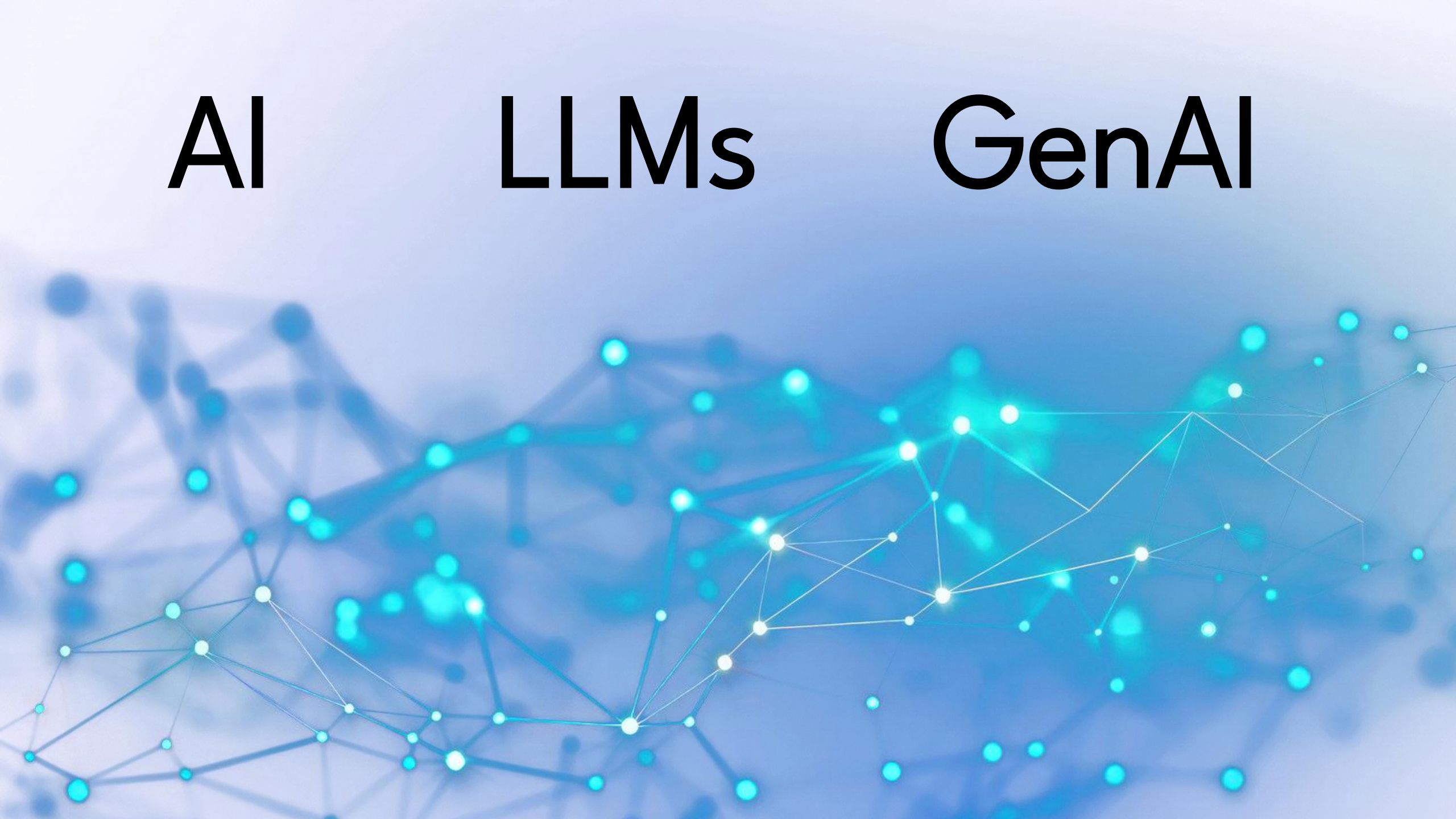
- Growth Optimisation
- Data + UX + AB Testing
- 300+ products & teams
- Startups to Global brands
- Optimising Experimentation
- AI Coaching & Skills transfer

bit.ly/CraigSullivan



What I learned:

1 year with Teams & GenAI

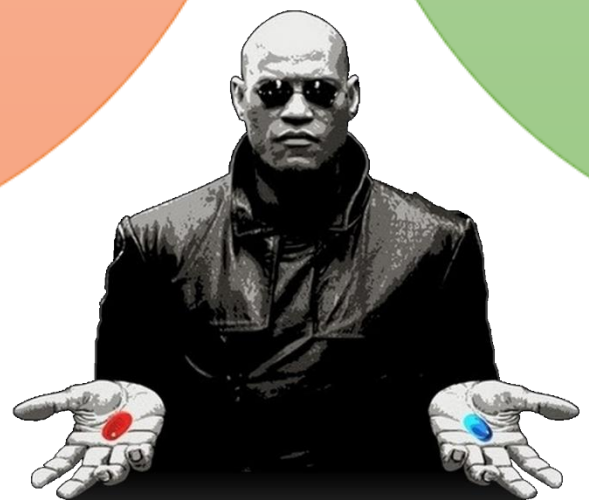

AI
LLMs
GenAI

LinkedIn be like:

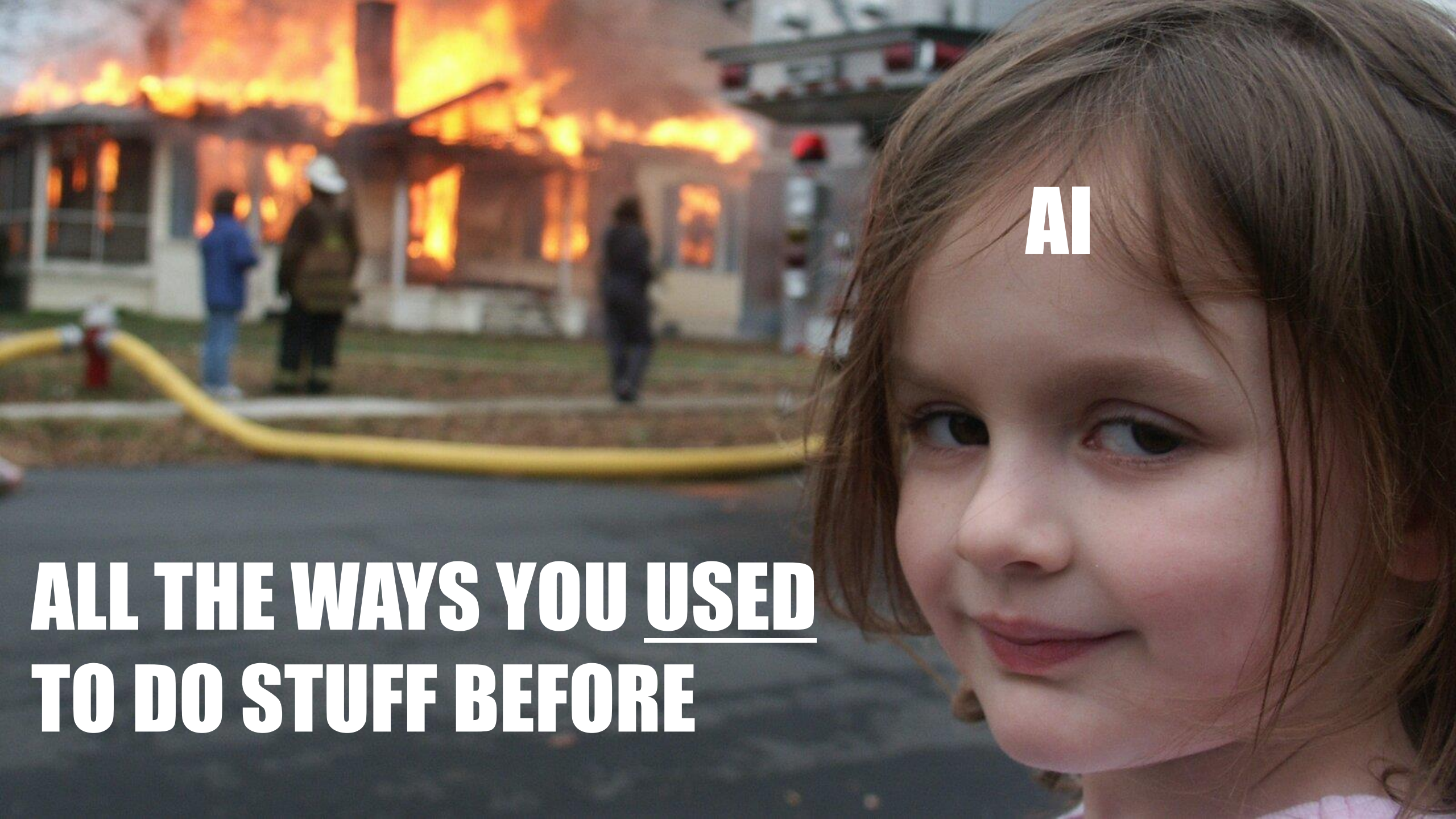
VS.

People who say that AI tools don't work

People who have used AI tools to perform a task successfully



Get ON to LEARN!


AI
ALL THE WAYS YOU USED
TO DO STUFF BEFORE

2027?

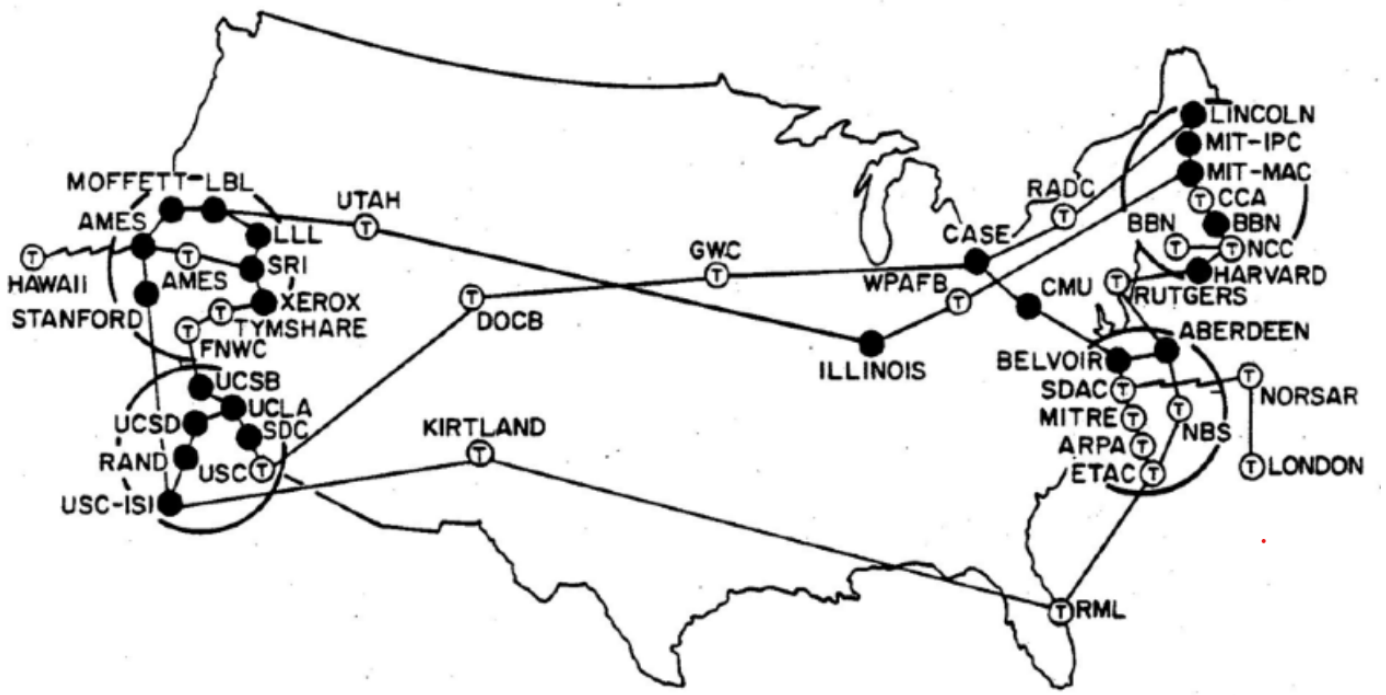
GenAI: Is this our new god?

Typewriter?

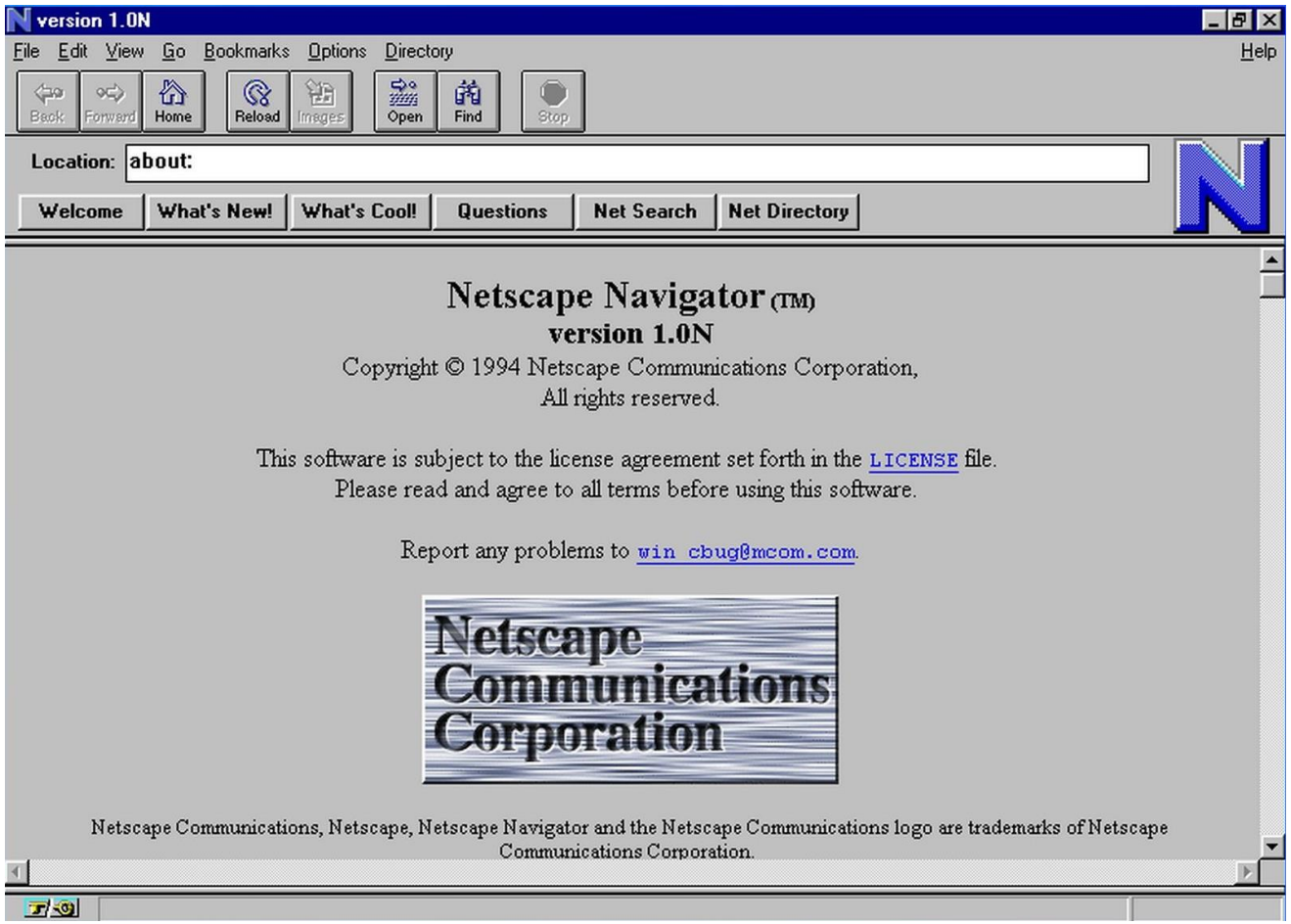
IBM PC?

	A	B	C	D	E	F	G
1	EMP	EMP_NAME	DEPTNO	JOB	YEARS	SALARY	BONUS
2	1777	Azibad	4000	Sales	2	40000	10000
3	81964	Brown	6000	Sales	3	45000	10000
4	40370	Burns	6000	Mgr	4	75000	25000
5	50706	Caeser	7000	Mgr	3	65000	25000
6	49692	Curly	3000	Mgr	5	65000	20000
7	34791	Dabarrett	7000	Sales	2	45000	10000
8	84984	Daniels	1000	President	8	150000	100000
9	59937	Dempsey	3000	Sales	3	40000	10000
10	51515	Donovan	3000	Sales	2	30000	5000
11	48338	Fields	4000	Mgr	5	70000	25000
12	91574	Fiklore	1000	Admin	8	35000	---
13	64596	Fine	5000	Mgr	3	75000	25000
14	13729	Green	1000	Mgr	5	90000	25000
15	55957	Hermann	4000	Sales	4	50000	10000
16	31619	Hodgedon	5000	Sales	2	40000	10000
17	1773	Howard	2000	Mgr	3	80000	25000
18	2165	Hugh	1000	Admin	5	30000	---

Lotus 1-2-3?



The internet?


version 1.0N
File Edit View Go Bookmarks Options Directory Help
Back Forward Home Reload Images Open Find Stop
Location: about:
Welcome What's New! What's Cool! Questions Net Search Net Directory
Netscape Navigator (TM)
version 1.0N
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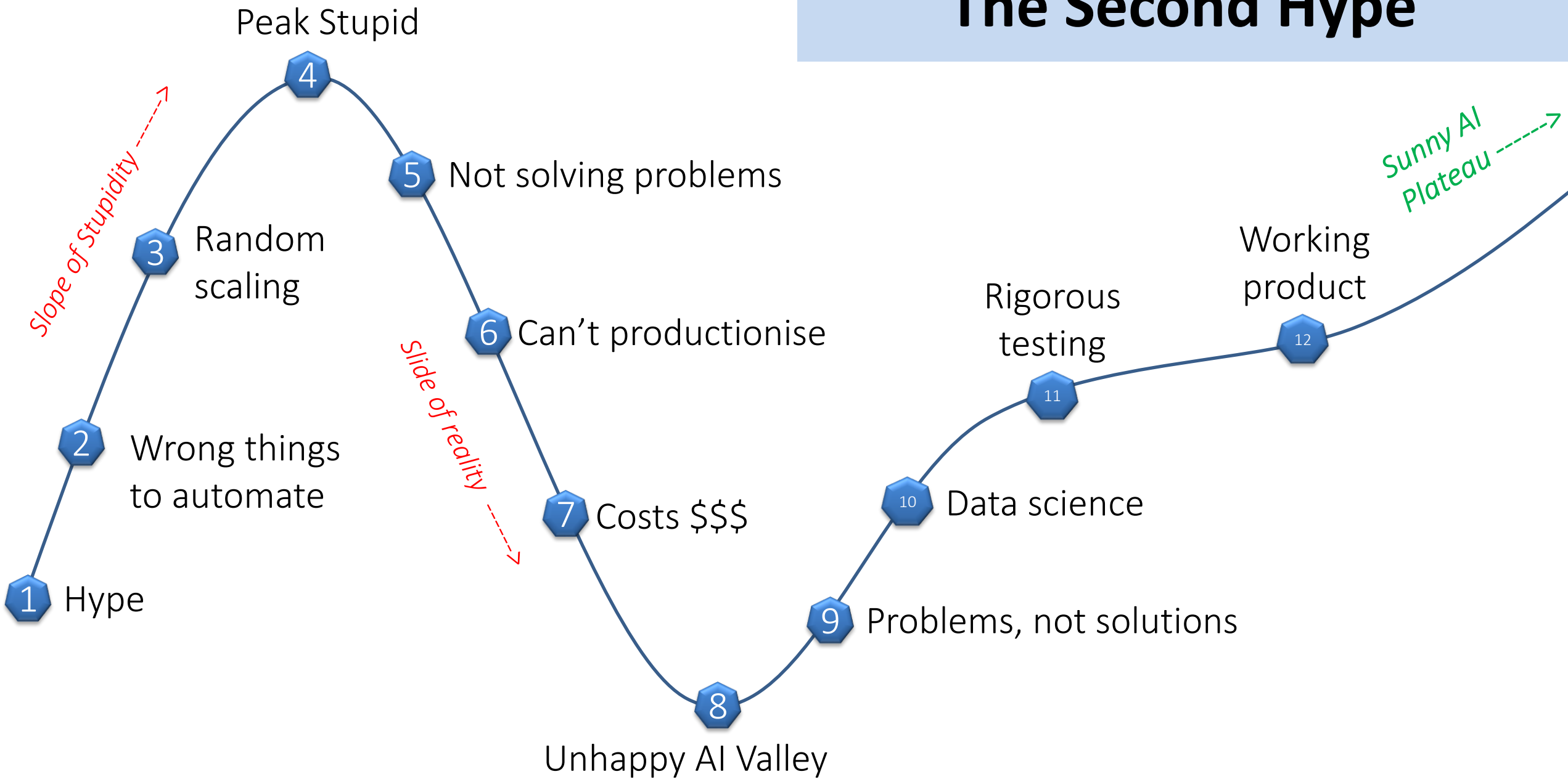
Ecommerce?

They are just new kinds of tools!

Most of your jobs did not exist before 1995

The Second Hype



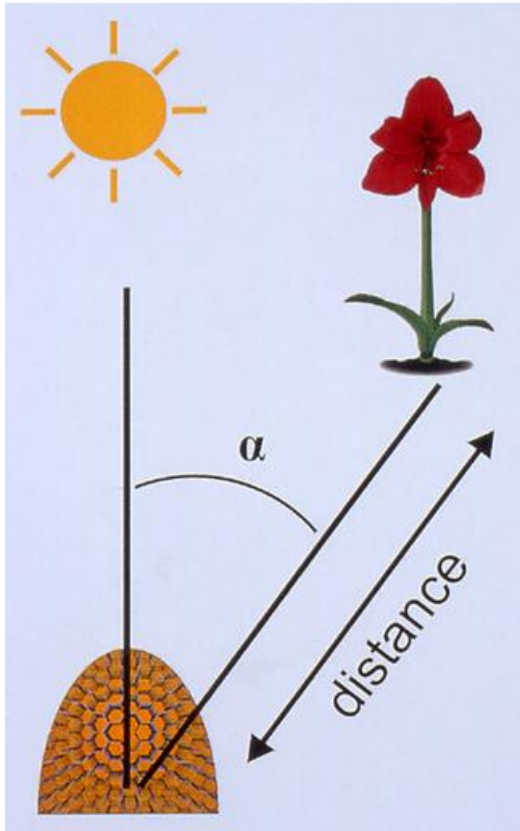
GenAI:

A new *kind* of intelligence

BRAIN	NEURONS
Ant	250,000
Bee	613,000
Human	86 BILLION

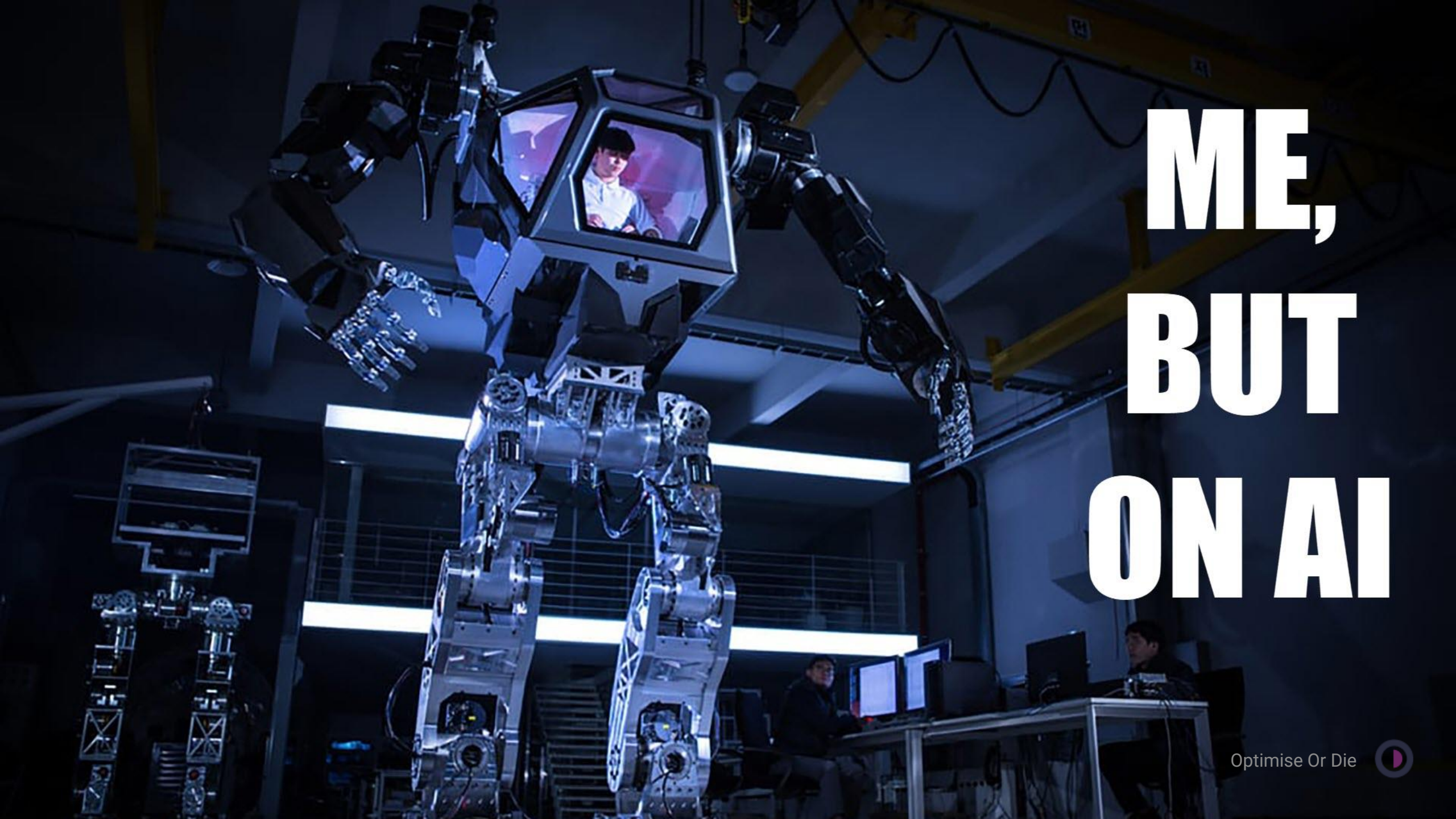
A

B



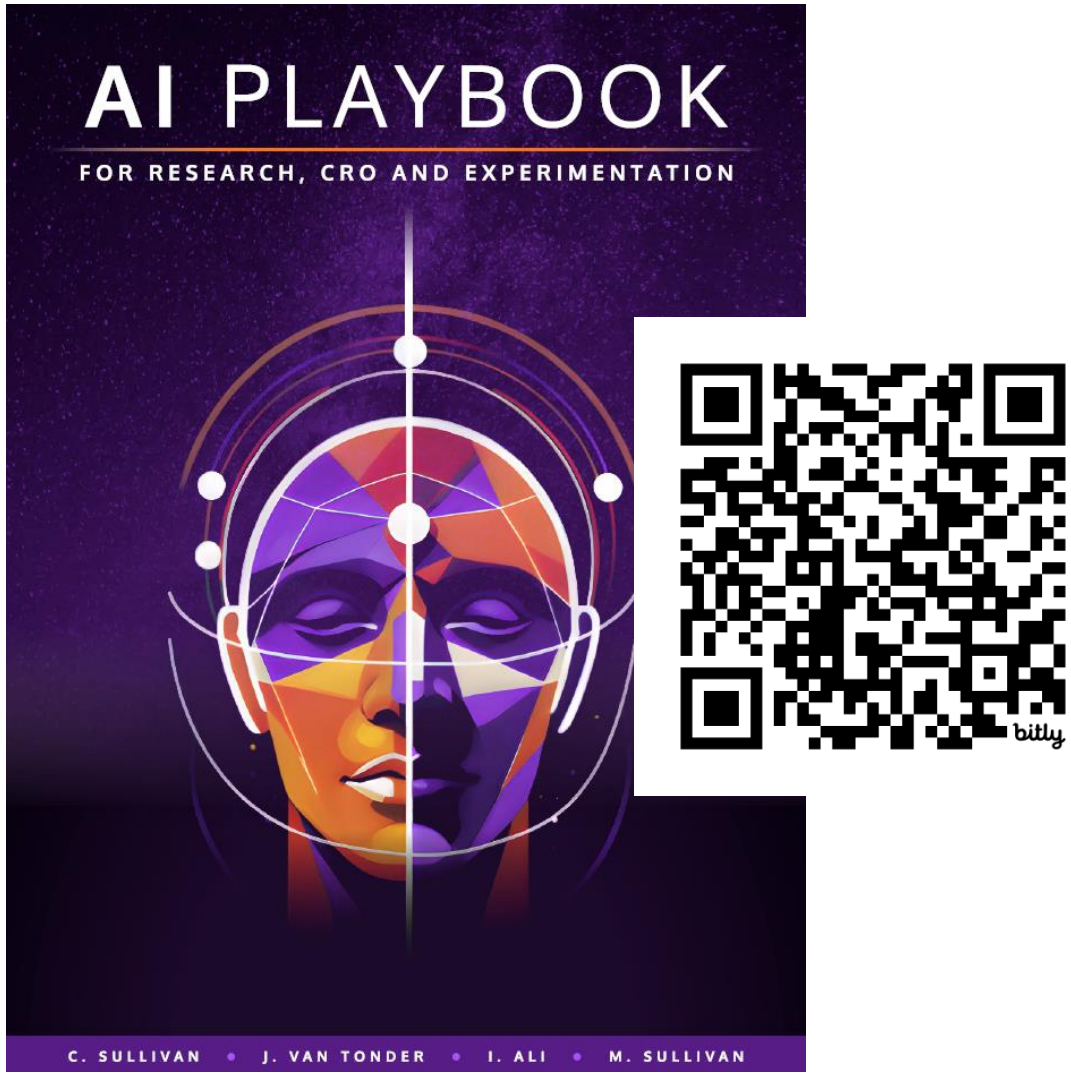
Augment not Replace

- Judgement
- Discernment
- Wisdom
- Experiential knowledge
- Decision paths
- Convergence


ME,
BUT
ON AI

3,000 hours of research:

- Product Teams
- Marketing
- Data
- UX
- Research & Discovery
- Content & Copy
- Experimentation & CRO

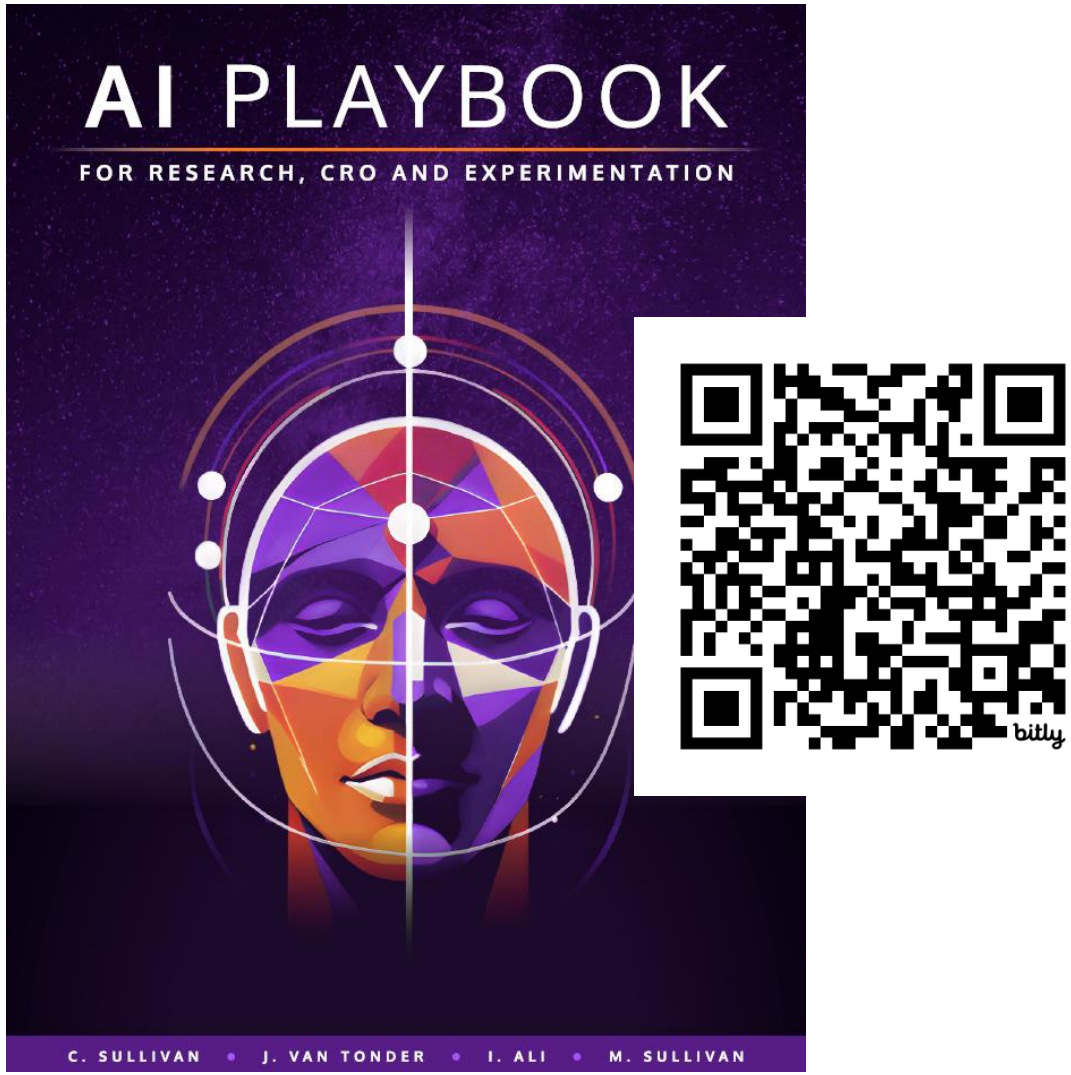


bit.ly/aiplaybook2024

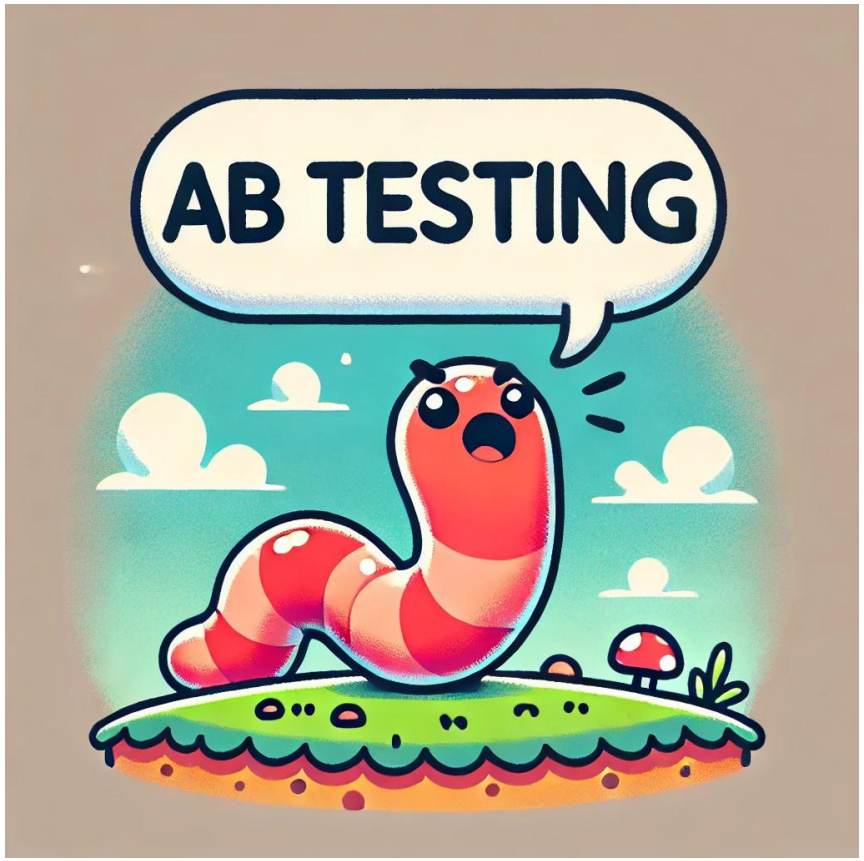
Workshop Feedback Loop:

- 900 workshop students
- Hands-on prompting
- Real customer data
- Real problems

bit.ly/aiplaybook2024



What happened?



- Success is HIGHLY task specific

- Research
- Discovery
- Problem Statements
- Prioritisation
- Ideation
- Design
- Execution
- Analysis

THREE REALLY BIG SURPRISES!

1. **Creativity**
2. **Critical Thinking**
3. **Skill Leveller**

#1 AI and Creativity

Creativity, Humans and AI Assist:

AI is more creative than humans:
https://www.uxtigers.com/post/ai-high-creativity

AI and Human Co-Creation is better:
https://www.uxtigers.com/post/ideation-is-free

LLMs more creative than humans on divergent thinking tasks:
https://www.nature.com/articles/s41598-024-53303-w

Can AI Enhance its Creativity to Beat Humans?
https://arxiv.org/pdf/2409.18776

AI Outperforms humans
https://arkansasresearch.uark.edu/ai-outperforms-humans-in-standardized-tests-of-creative-potential/

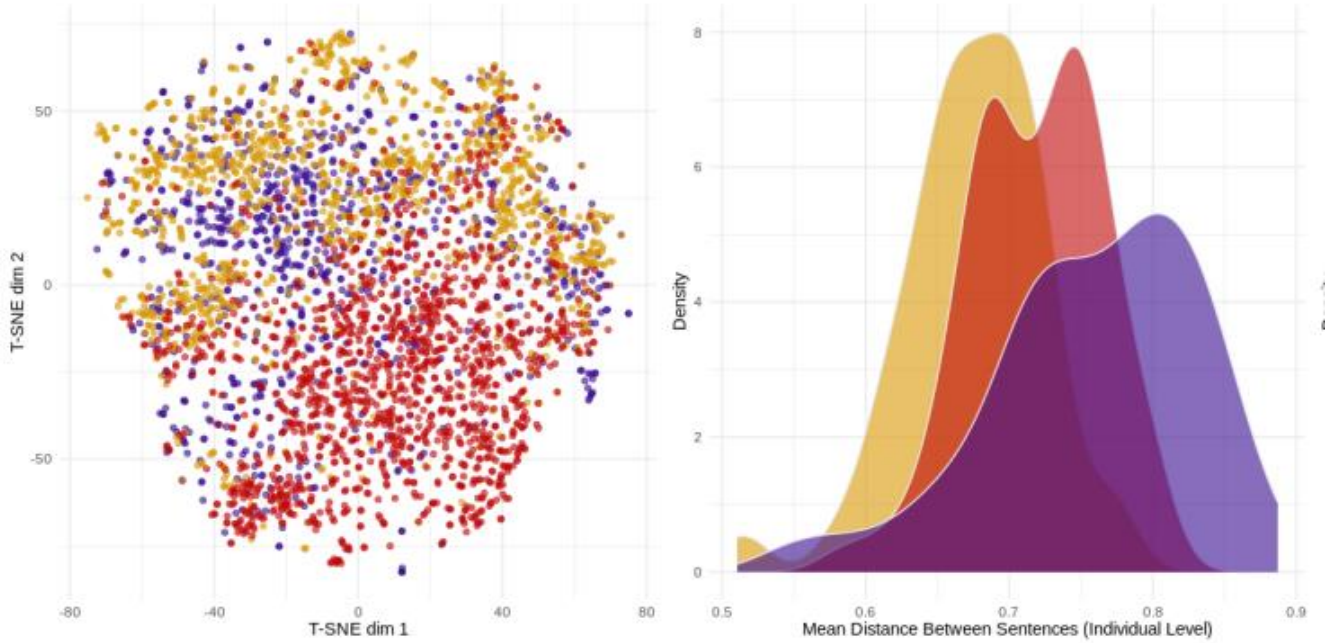
Large Language Models for Idea Generation in Innovation
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4526071

Quality and Productivity of artworks with AI assist:
https://academic.oup.com/pnasnexus/article/3/3/pgae052/7618478?login=false

Only the best humans win in divergent thinking tasks
https://www.nature.com/articles/s41598-023-40858-3

Co-Intelligence for high-end research:
https://www.linkedin.com/posts/emollick_this-paper-is-a-really-nice-example-of-using-activity-7245447549619163140-JJ53/

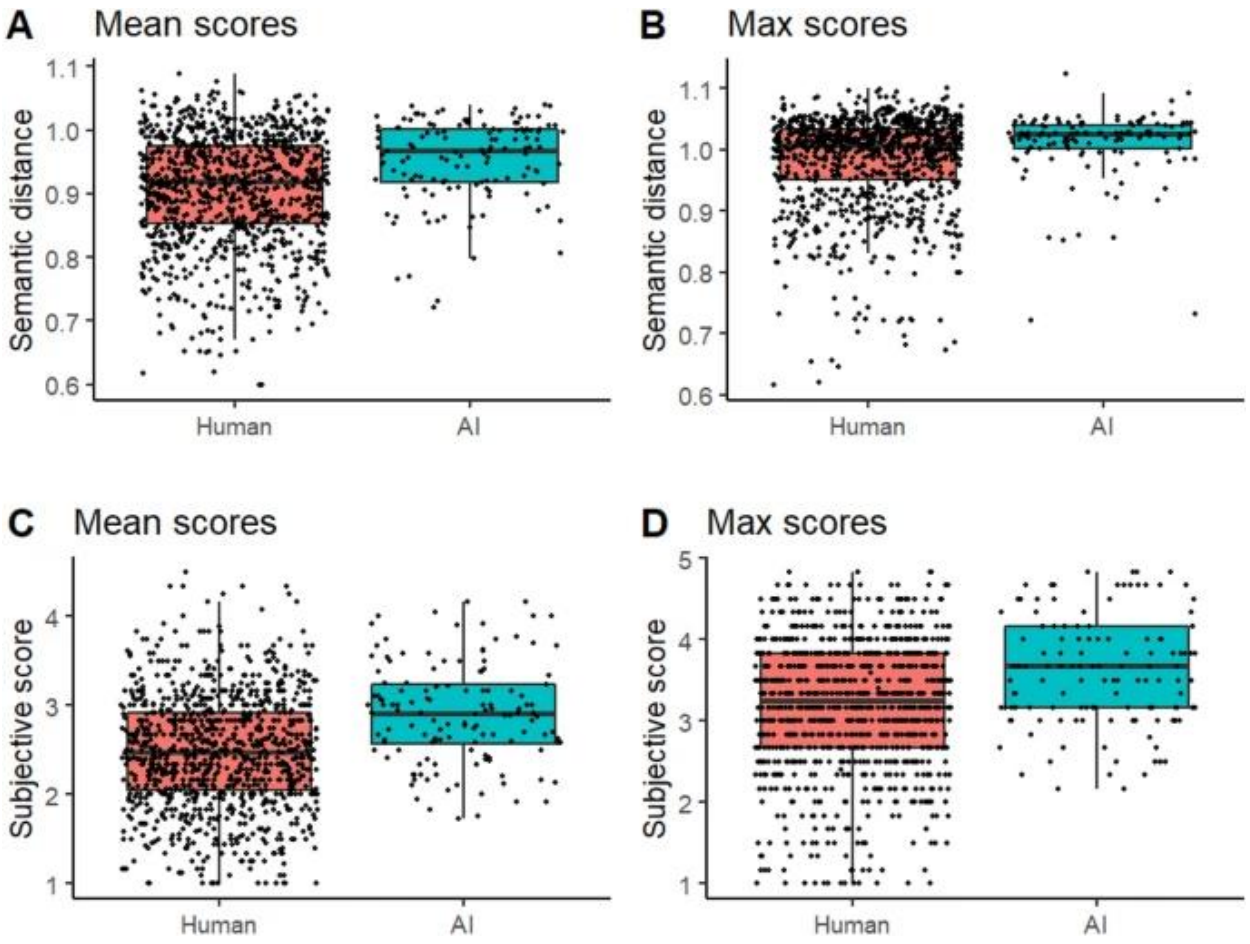
Creativity – AI vs. Humans:



"The results suggest that AI has reached at least the **same level**, or even **surpassed**, the average human's ability to generate ideas in the most typical test of creative thinking"

https://www.nature.com/articles/s41598-023-40858-3
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4526071

Divergent Thinking:

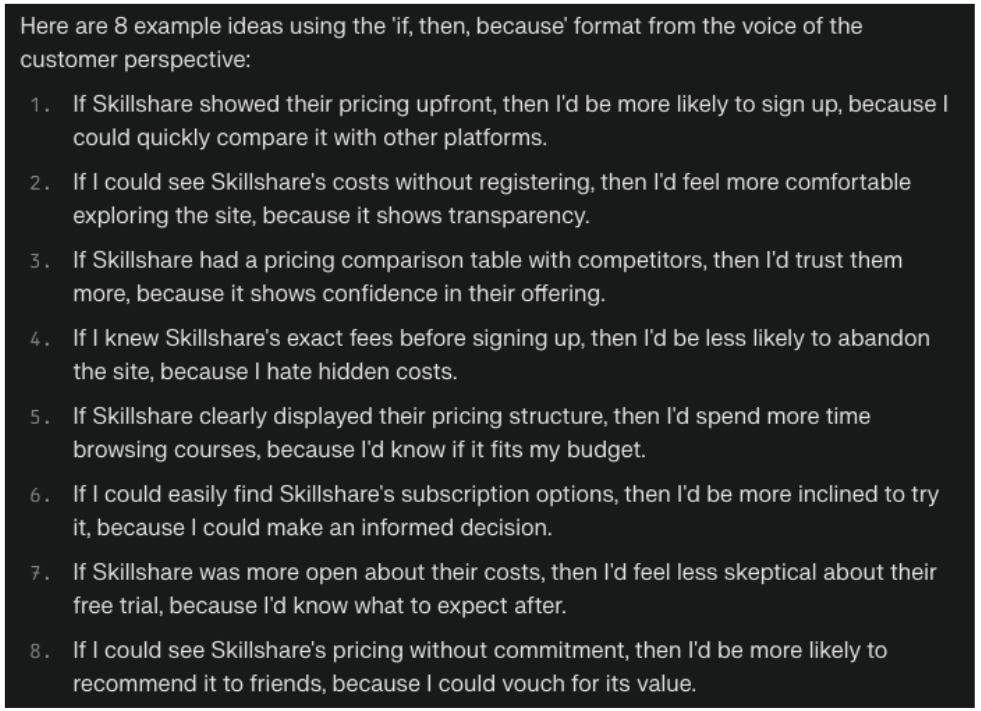


"AI, unlike humans, does not have agency and is dependent on the **assistance of a human**"

"**Integrating human feedback is crucial** for maximising AI's creative potential"

https://www.nature.com/articles/s41598-023-40858-3
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4526071

Workshop Exercise:



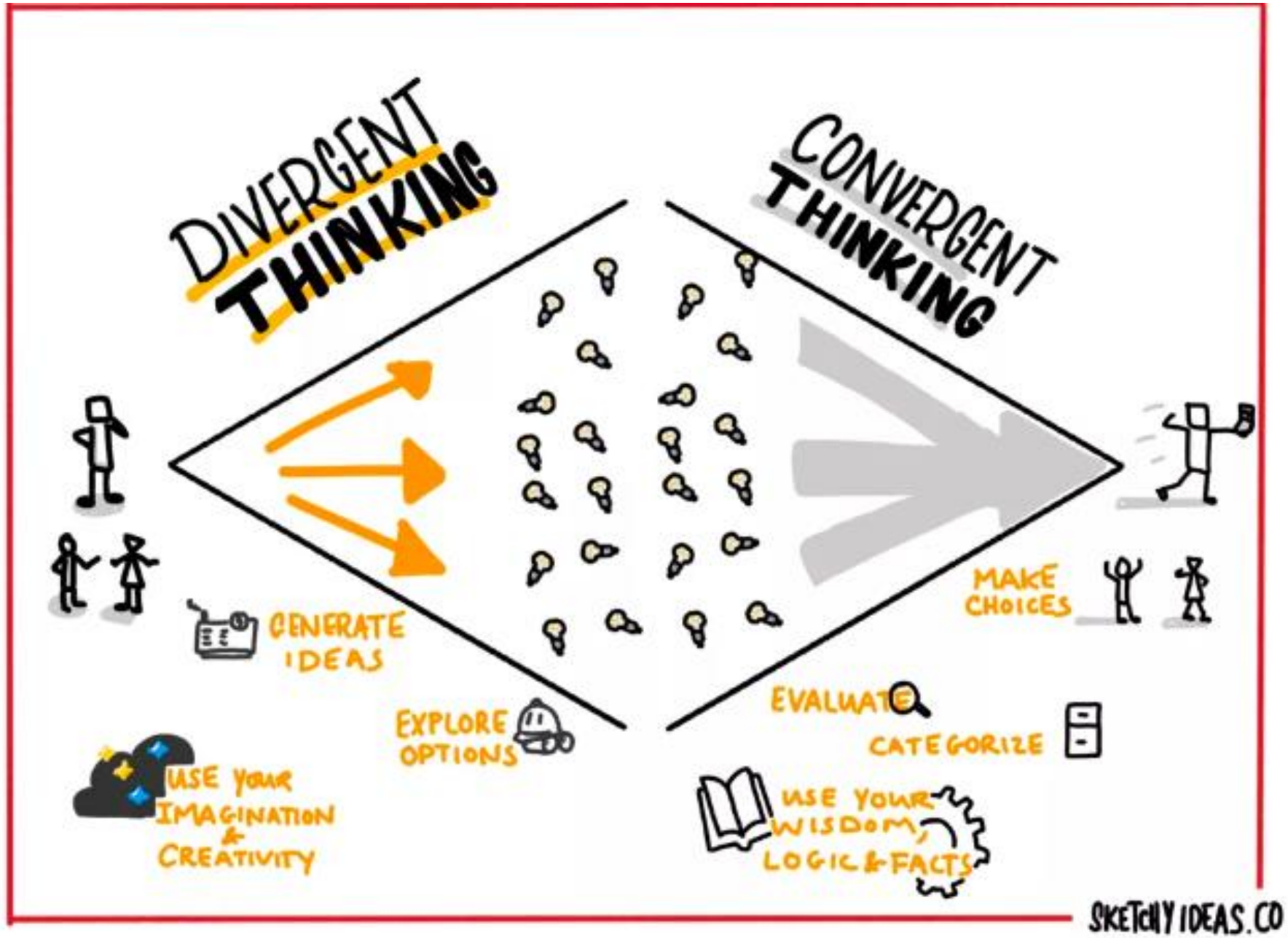
Here are 8 example ideas using the 'if, then, because' format from the voice of the customer perspective:

1. If Skillshare showed their pricing upfront, then I'd be more likely to sign up, because I could quickly compare it with other platforms.
2. If I could see Skillshare's costs without registering, then I'd feel more comfortable exploring the site, because it shows transparency.
3. If Skillshare had a pricing comparison table with competitors, then I'd trust them more, because it shows confidence in their offering.
4. If I knew Skillshare's exact fees before signing up, then I'd be less likely to abandon the site, because I hate hidden costs.
5. If Skillshare clearly displayed their pricing structure, then I'd spend more time browsing courses, because I'd know if it fits my budget.
6. If I could easily find Skillshare's subscription options, then I'd be more inclined to try it, because I could make an informed decision.
7. If Skillshare was more open about their costs, then I'd feel less skeptical about their free trial, because I'd know what to expect after.
8. If I could see Skillshare's pricing without commitment, then I'd be more likely to recommend it to friends, because I could vouch for its value.

Manual versus AI:

"My list is good but the AI included **way more stuff** including **totally new ideas**.

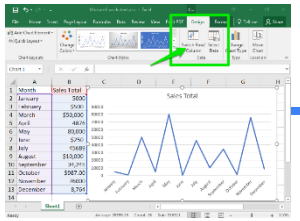
Stuff I'd forgotten or didn't see. The **best list is a combination of the two**."



sketchyideas.co/divergent-and-convergent-thinking/

#2 Critical Thinking

Critical Thinking Boost:



CUSTOMER PROBLEMS

- Better understanding of customer problems & research
- AI challenges poor quality thinking at the problem stage

PROBLEM STATEMENT

- AI helps to write a decent problem statement
- Connected to the research, problem and root cause

HYPOTHESIS FORMATION

- AI helps people write a decent hypothesis
- Critical thinking support

EXPERIMENT DESIGN

- Higher quality experiment designs

Higher quality ideas, connected deeply to customer problems

Better hypotheses and experiments = better win rates!

#3 Skills Boost

Closing the Skills Gap:

- **Sales** – AI assist closed 60% more sales. Lowest performing agents improved by 200%
- **Customer support** – lowest 20% of agents improved task throughput by 35%
- **Writing business documents** – lowest performers improved much more than the top
- **Coding –** 40%+ gains are common but programmers with *less experience* benefit *more*
- ***AI narrows performance gaps in teams & orgs***

www.uxtigers.com/post/ai-productivity
www.uxtigers.com/post/ideation-is-free

Chat is a Gateway Drug:

Start playing with chat interfaces

Try different tasks

Documents & Data

Conversational strategies & chains

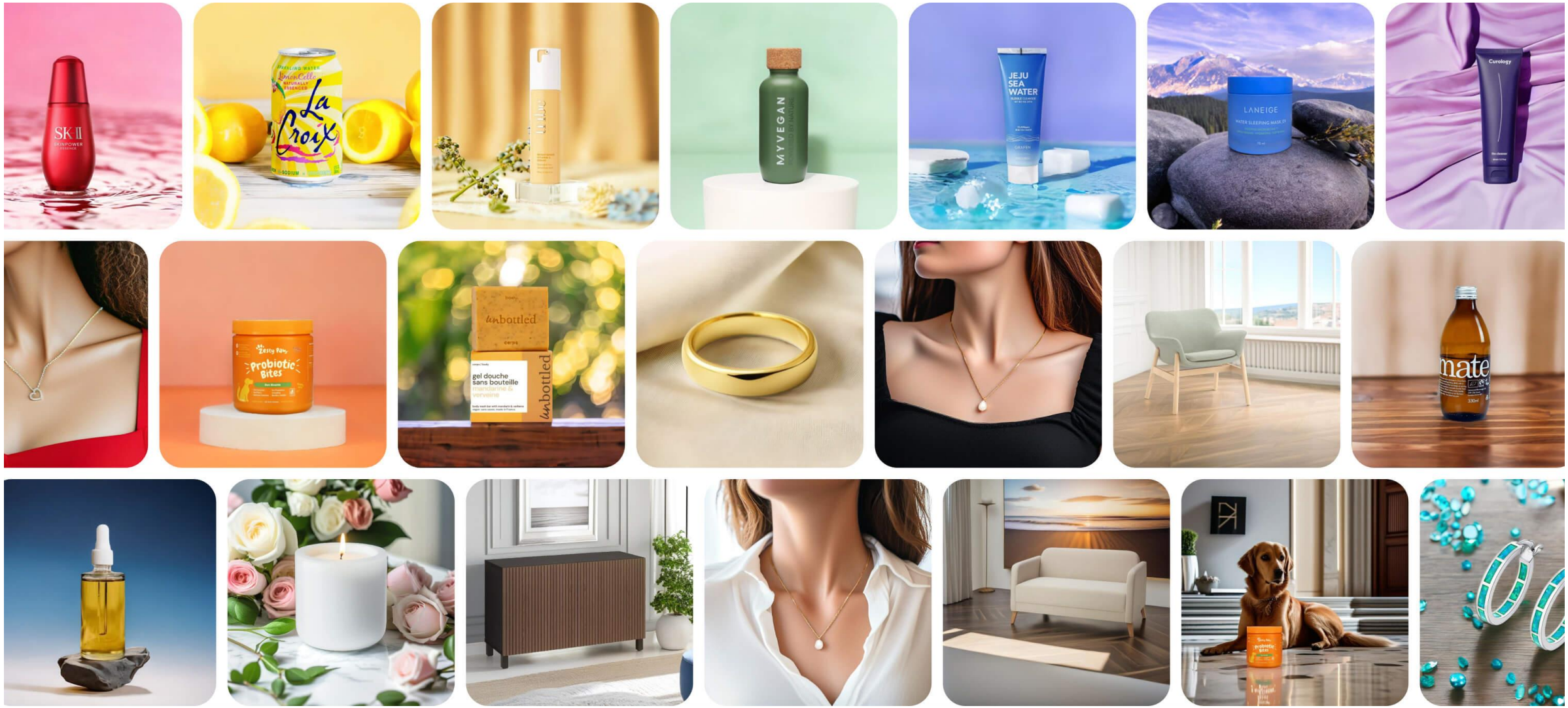
Make Custom GPTs

Human as Agent Workflows

Agentic AI Workflows

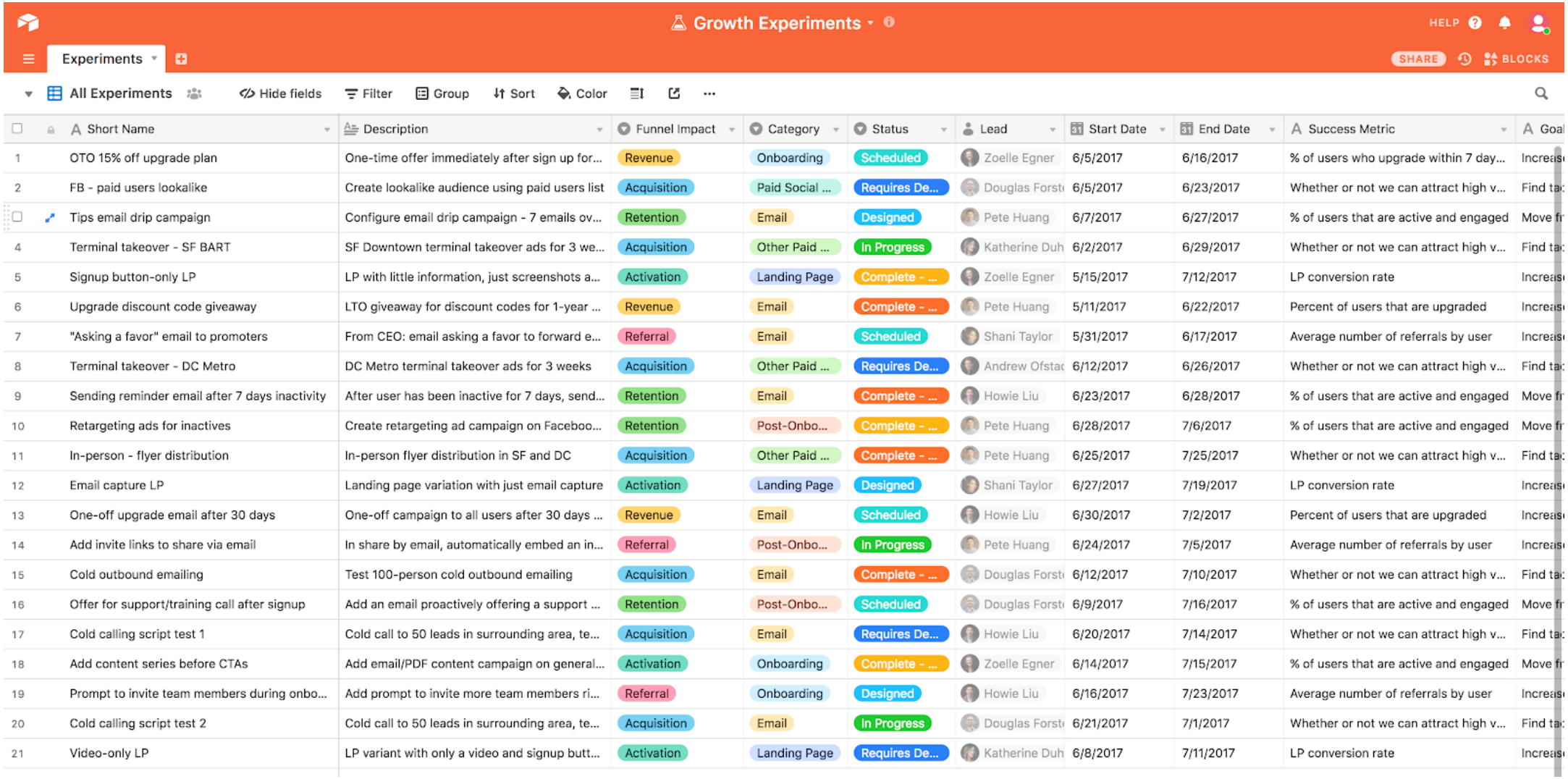
What did they do?

AI Generated Product & Lifestyle Imagery



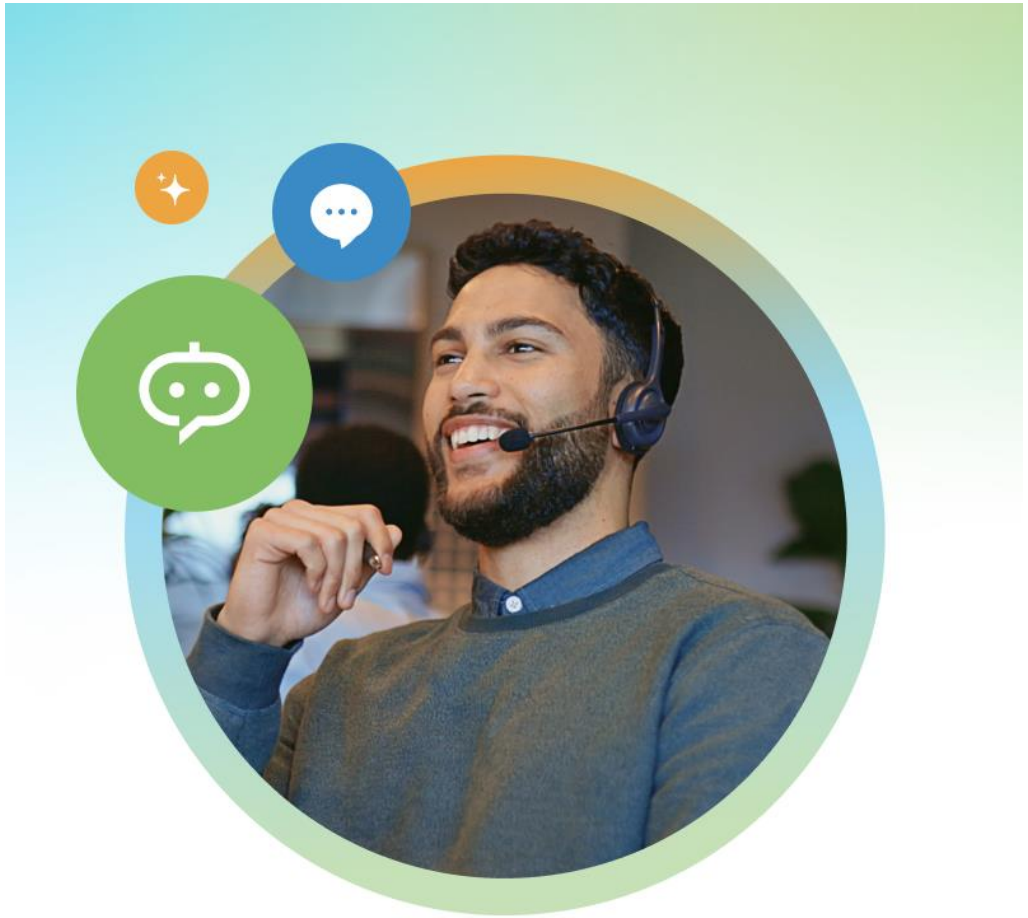
Fashion, Beauty, Electronics, Furniture, All these +++

Multi site language translation



	Short Name	Description	Funnel Impact	Category	Status	Lead	Start Date	End Date	Success Metric	Goal
1	OTO 15% off upgrade plan	One-time offer immediately after sign up for...	Revenue	Onboarding	Scheduled	Zoelle Egner	6/5/2017	6/16/2017	% of users who upgrade within 7 day...	Increas
2	FB - paid users lookalike	Create lookalike audience using paid users list	Acquisition	Paid Social ...	Requires De...	Douglas Forst	6/5/2017	6/23/2017	Whether or not we can attract high v...	Find ta
3	Tips email drip campaign	Configure email drip campaign - 7 emails ov...	Retention	Email	Designed	Pete Huang	6/7/2017	6/27/2017	% of users that are active and engaged	Move fr
4	Terminal takeover - SF BART	SF Downtown terminal takeover ads for 3 we...	Acquisition	Other Paid ...	In Progress	Katherine Duh	6/2/2017	6/29/2017	Whether or not we can attract high v...	Find ta
5	Signup button-only LP	LP with little information, just screenshots a...	Activation	Landing Page	Complete - ...	Zoelle Egner	5/15/2017	7/12/2017	LP conversion rate	Increas
6	Upgrade discount code giveaway	LTO giveaway for discount codes for 1-year ...	Revenue	Email	Complete - ...	Pete Huang	5/11/2017	6/22/2017	Percent of users that are upgraded	Increas
7	"Asking a favor" email to promoters	From CEO: email asking a favor to forward e...	Referral	Email	Scheduled	Shani Taylor	5/31/2017	6/17/2017	Average number of referrals by user	Increas
8	Terminal takeover - DC Metro	DC Metro terminal takeover ads for 3 weeks	Acquisition	Other Paid ...	Requires De...	Andrew Ofstad	6/12/2017	6/26/2017	Whether or not we can attract high v...	Find ta
9	Sending reminder email after 7 days inactivity	After user has been inactive for 7 days, send...	Retention	Email	Complete - ...	Howie Liu	6/23/2017	6/28/2017	% of users that are active and engaged	Move fr
10	Retargeting ads for inactives	Create retargeting ad campaign on Faceboo...	Retention	Post-Onbo...	Complete - ...	Pete Huang	6/28/2017	7/6/2017	% of users that are active and engaged	Move fr
11	In-person - flyer distribution	In-person flyer distribution in SF and DC	Acquisition	Other Paid ...	Complete - ...	Pete Huang	6/25/2017	7/25/2017	Whether or not we can attract high v...	Find ta
12	Email capture LP	Landing page variation with just email capture	Activation	Landing Page	Designed	Shani Taylor	6/27/2017	7/19/2017	LP conversion rate	Increas
13	One-off upgrade email after 30 days	One-off campaign to all users after 30 days ...	Revenue	Email	Scheduled	Howie Liu	6/30/2017	7/2/2017	Percent of users that are upgraded	Increas
14	Add invite links to share via email	In share by email, automatically embed an in...	Referral	Post-Onbo...	In Progress	Pete Huang	6/24/2017	7/5/2017	Average number of referrals by user	Increas
15	Cold outbound emailing	Test 100-person cold outbound emailing	Acquisition	Email	Complete - ...	Douglas Forst	6/12/2017	7/10/2017	Whether or not we can attract high v...	Find ta
16	Offer for support/training call after signup	Add an email proactively offering a support ...	Retention	Post-Onbo...	Scheduled	Douglas Forst	6/9/2017	7/16/2017	% of users that are active and engaged	Move fr
17	Cold calling script test 1	Cold call to 50 leads in surrounding area, te...	Acquisition	Email	Requires De...	Howie Liu	6/20/2017	7/14/2017	Whether or not we can attract high v...	Find ta
18	Add content series before CTAs	Add email/PDF content campaign on general...	Activation	Onboarding	Complete - ...	Zoelle Egner	6/14/2017	7/15/2017	% of users that are active and engaged	Move fr
19	Prompt to invite team members during onbo...	Add prompt to invite more team members ri...	Referral	Onboarding	Designed	Howie Liu	6/16/2017	7/23/2017	Average number of referrals by user	Increas
20	Cold calling script test 2	Cold call to 50 leads in surrounding area, te...	Acquisition	Email	In Progress	Douglas Forst	6/21/2017	7/1/2017	Whether or not we can attract high v...	Find ta
21	Video-only LP	LP variant with only a video and signup butt...	Activation	Landing Page	Requires De...	Katherine Duh	6/8/2017	7/11/2017	LP conversion rate	Increas

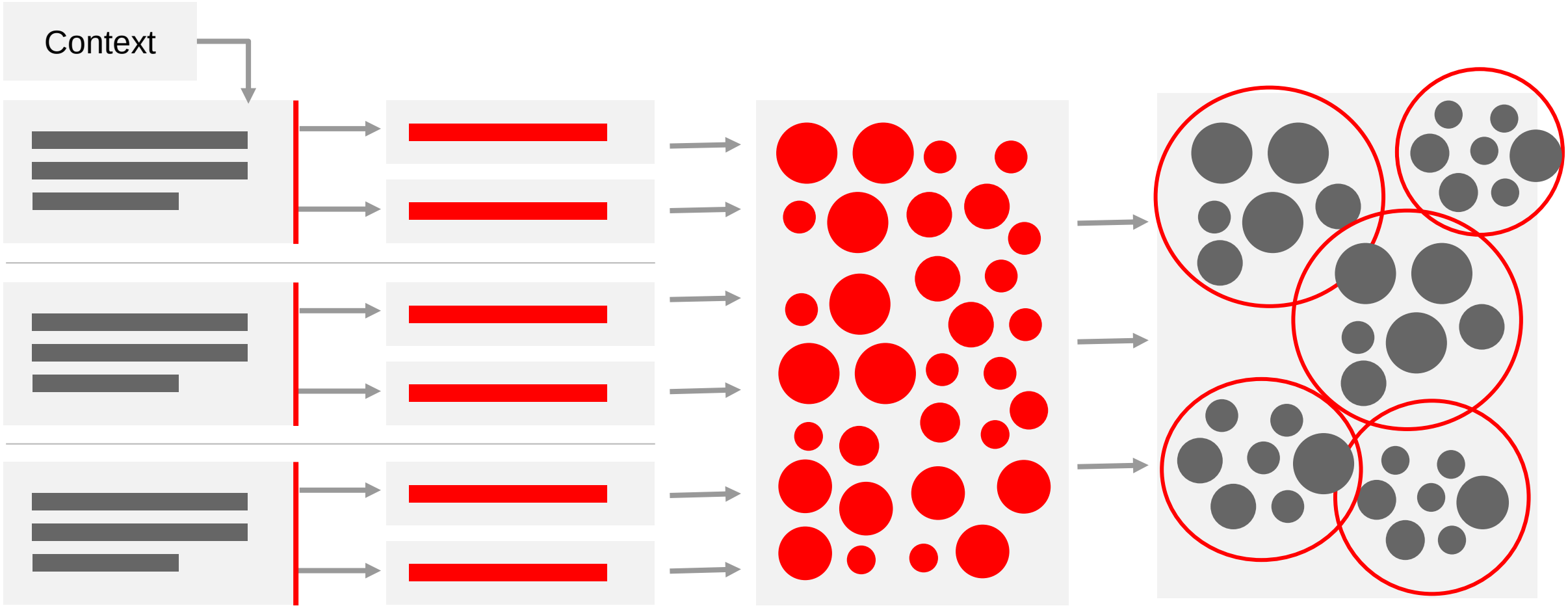
Ideation Integrated into Airtable & Notion



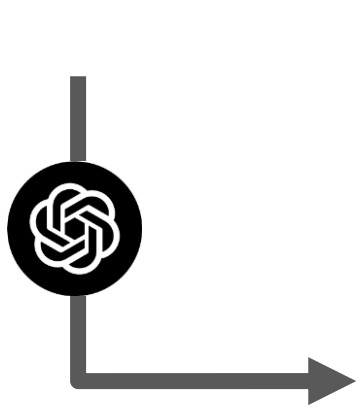
- **Call history summary**
- **Call categorisation & sentiment**
- **Contextual support**
- **Realtime trend analysis**

Call Centre Optimisation

Mining Customer Feedback Text or Voice



Thanks God it wasn t too hot or too humid when I was visiting the park otherwise it would be a big issue (there is not a lot of shade).I have arrived around 10:30am and left at 6pm. Unfortunately I didn t last until evening parade, but 8.5 hours was too much for me.There is plenty to do and everyone will find something interesting for themselves to enjoy.It wasn t extremely busy and the longest time I had to queue for certain attractions was 45 minutes (which is really not that bad).Although I had an amazing time, I felt a bit underwhelmed with choice of rides and attractions. The park itself is quite small (I was really expecting something grand even the main castle which was closed by the way was quite small).The food options are good, few coffee shops (including Starbucks) and plenty of gift shops. There was no issue with toilets as they are everywhere.All together it was a great day out and I really enjoyed it.



Open-AI Rewrite

I had a great time at the park, despite the heat and humidity not being too bad. I arrived at 10:30am and left at 6pm, missing the evening parade. There was plenty to do and the longest queue I had to wait in was 45 minutes.

The park was small and the main castle was closed. The food options were good, with a few coffee shops and gift shops. Toilets were plentiful.

Overall, I had a great day out and enjoyed it, though I was a bit underwhelmed with the rides and attractions.

Process for themes, & sentiments

SUMMARY

WHAT DID I LEARN?

- Human + AI = Boss
- Amplifies Creativity
- Closes Skills Gaps
- Improves Critical Thinking

WHAT NEXT?

- Download the book
- Get a workshop
- Build your own castles

PROMPTS
MARTY?
DMC
WHERE WE'RE GOING, WE
DON'T NEED PROMPTS

Thank you!

Deck: bit.ly/ddmanov

Book: bit.ly/aiplaybook2024

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