



SPEAKER

AMANDA MACAPAGAL

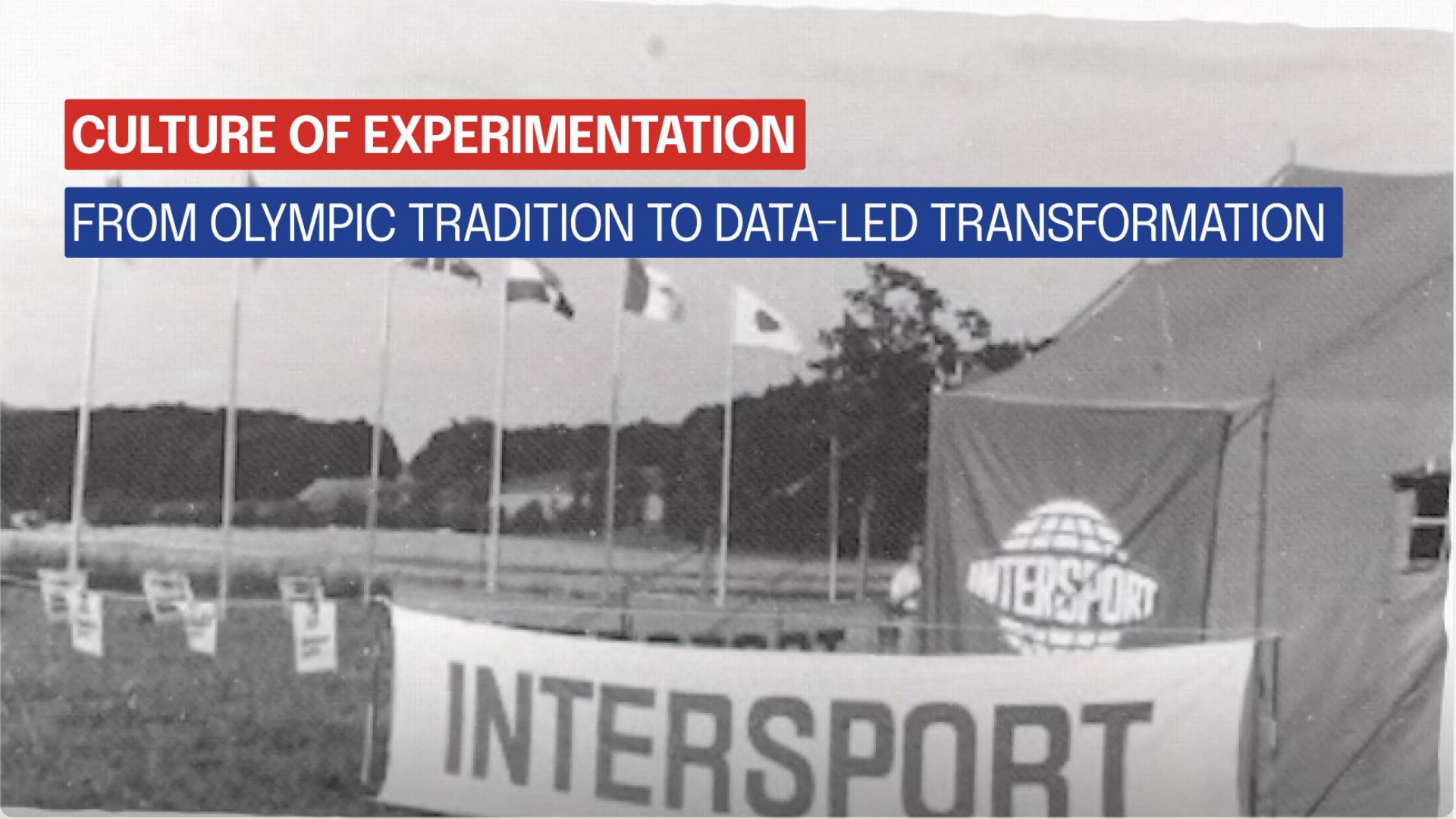
Nominee Experimentation Culture

 **INTERSPORT**



CULTURE OF EXPERIMENTATION

FROM OLYMPIC TRADITION TO DATA-LED TRANSFORMATION





OBERSTDORF · GARMISCH-PARTENKIRCHEN · INNSBRÜCK · BISCHOFSGARTEN




GARMISCH-PARTENKIRCHEN

Olympia-Ski-Stadion (90m-Schanze)
Dienstag, 1. Januar 1980, 1. Wettkampf

Trainings-Springen (90m-Schanze)
 Montag, 31.12.1979, 12.30 Uhr, Eintrittspreis: DM 6,- bis DM 20,-

Vorverkauf: Kartenstelle Eisstadion (Eingang West) Tel. 391
 Amtl. Bayer. Reisebüro am Bahnhof · Reisebüro H. Röser, Bismarckstr. 10
 Veranstalter: Deutscher Skiverband Durchführung: SC P

28. INTERSPORT-SPRINGERTO

mit Werbung für den Weltempfang durch die



Olympisches Dorf München 72
INTERSPORT GROSST AUS MÜNCHEN



MOSCOW 80



OFFICIAL OLYMPIC-SHOP



München 1972



Offizieller Ausrüster für die Olympischen Spiele







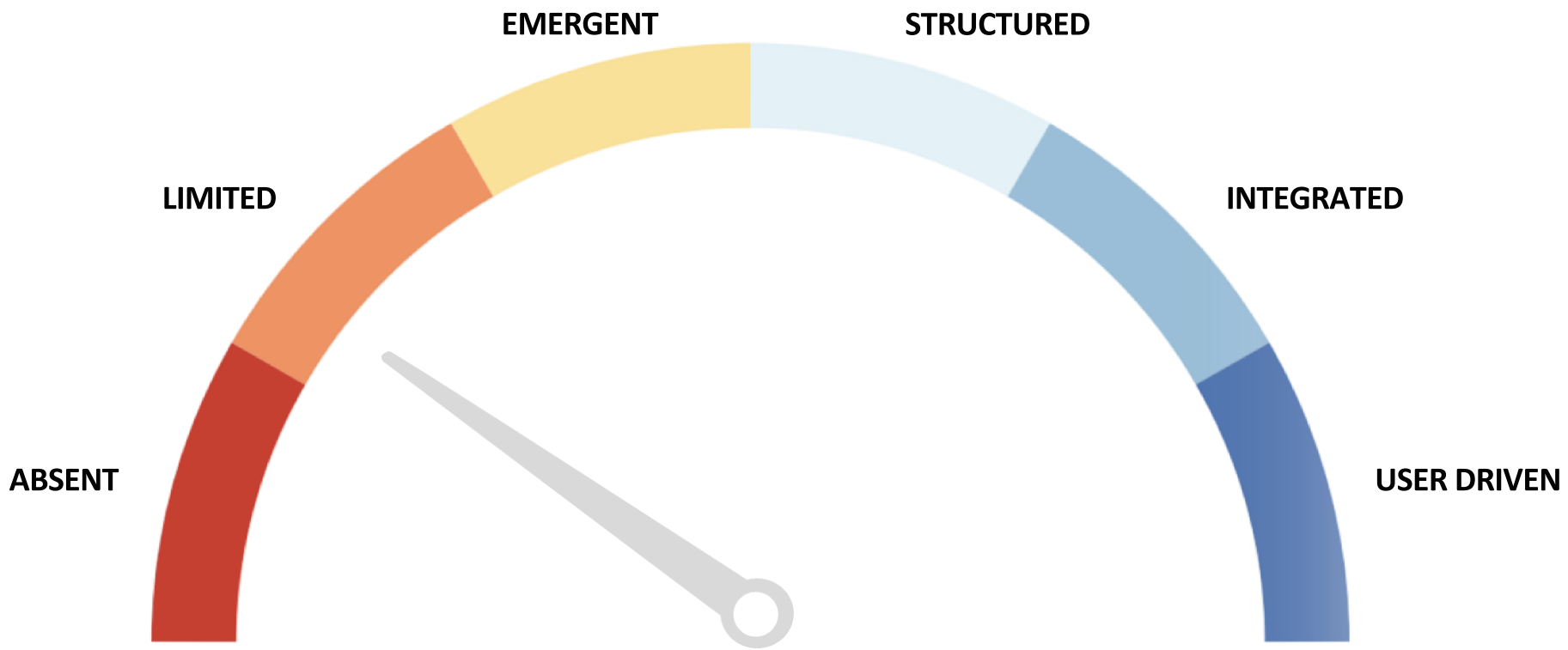


How UX Mature are YOU?

🌟 Take this quiz to find out where your team stands.

Are you just stretching your UX legs or sprinting toward design greatness?

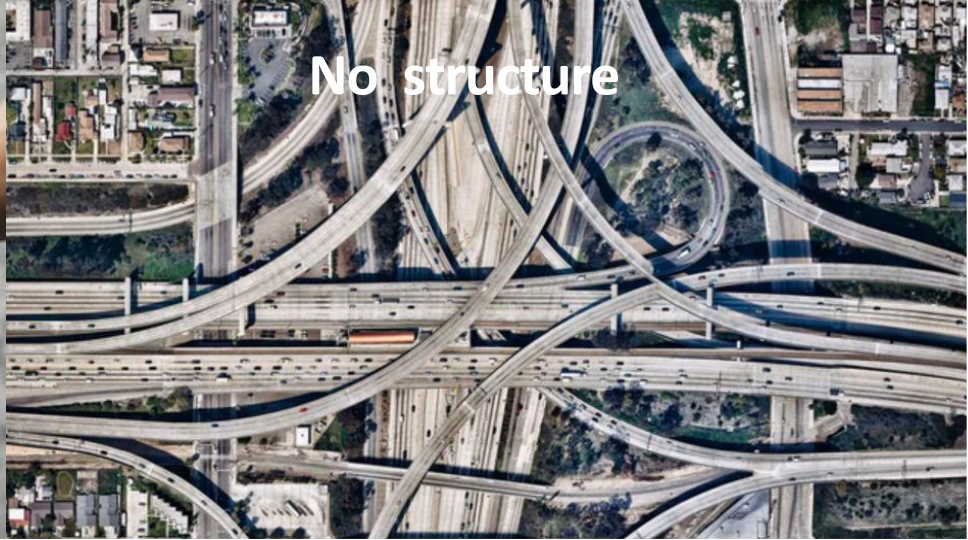




Afraid of failure



No structure



Top down decisions

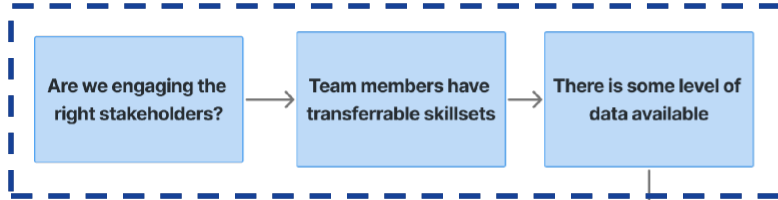


No documentation

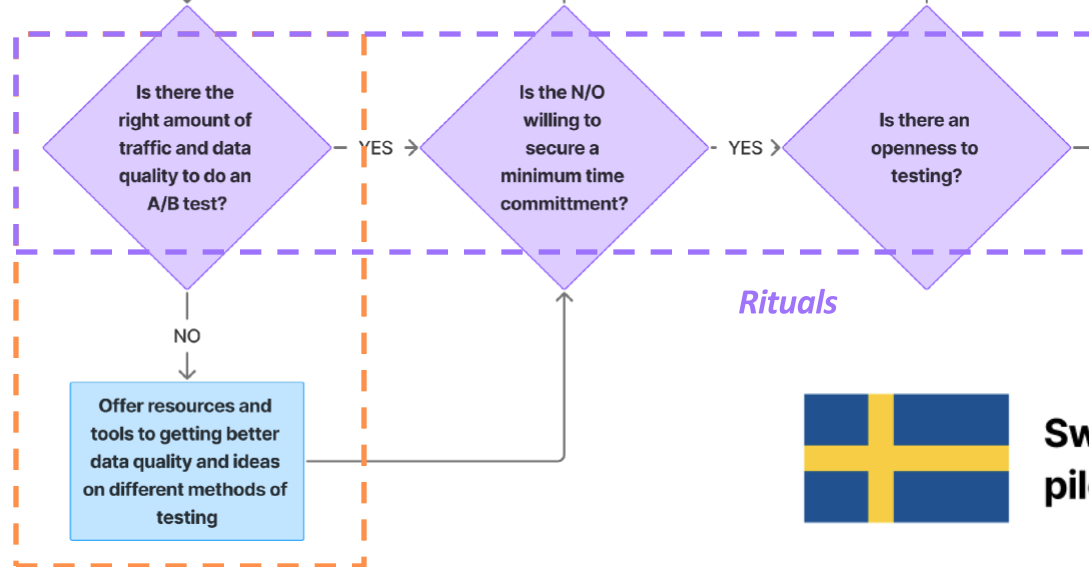


Are the National Organizations ready to experiment?

Foundations



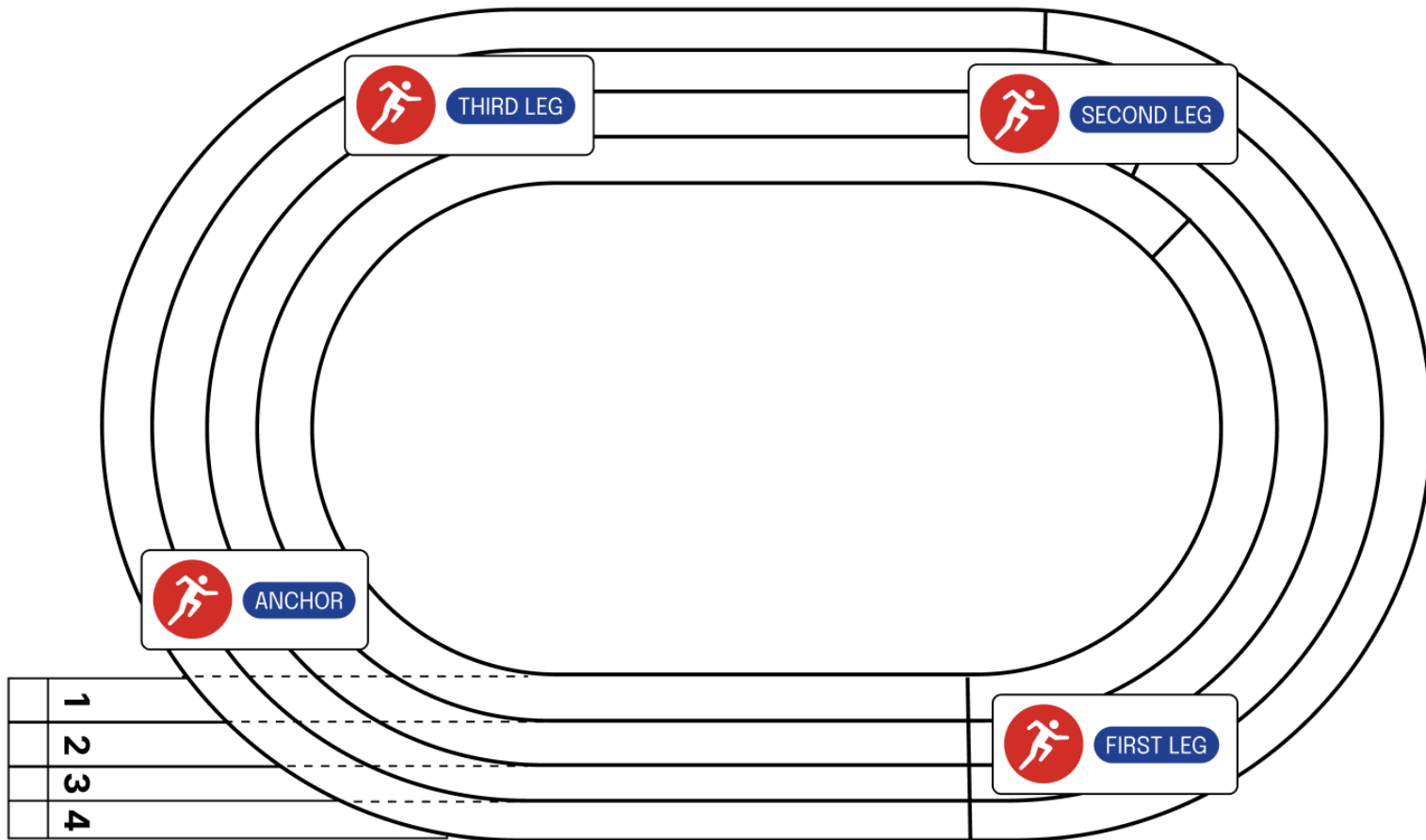
Alternatives



Rituals



Sweden to be our pilot country!



**Our strategy to building an
experimentation culture**

	1
	2
	3
	4

**Our strategy to building an
experimentation culture**

**Laying the
groundwork**

	1
	2
	3
	4

Our strategy to building an experimentation culture

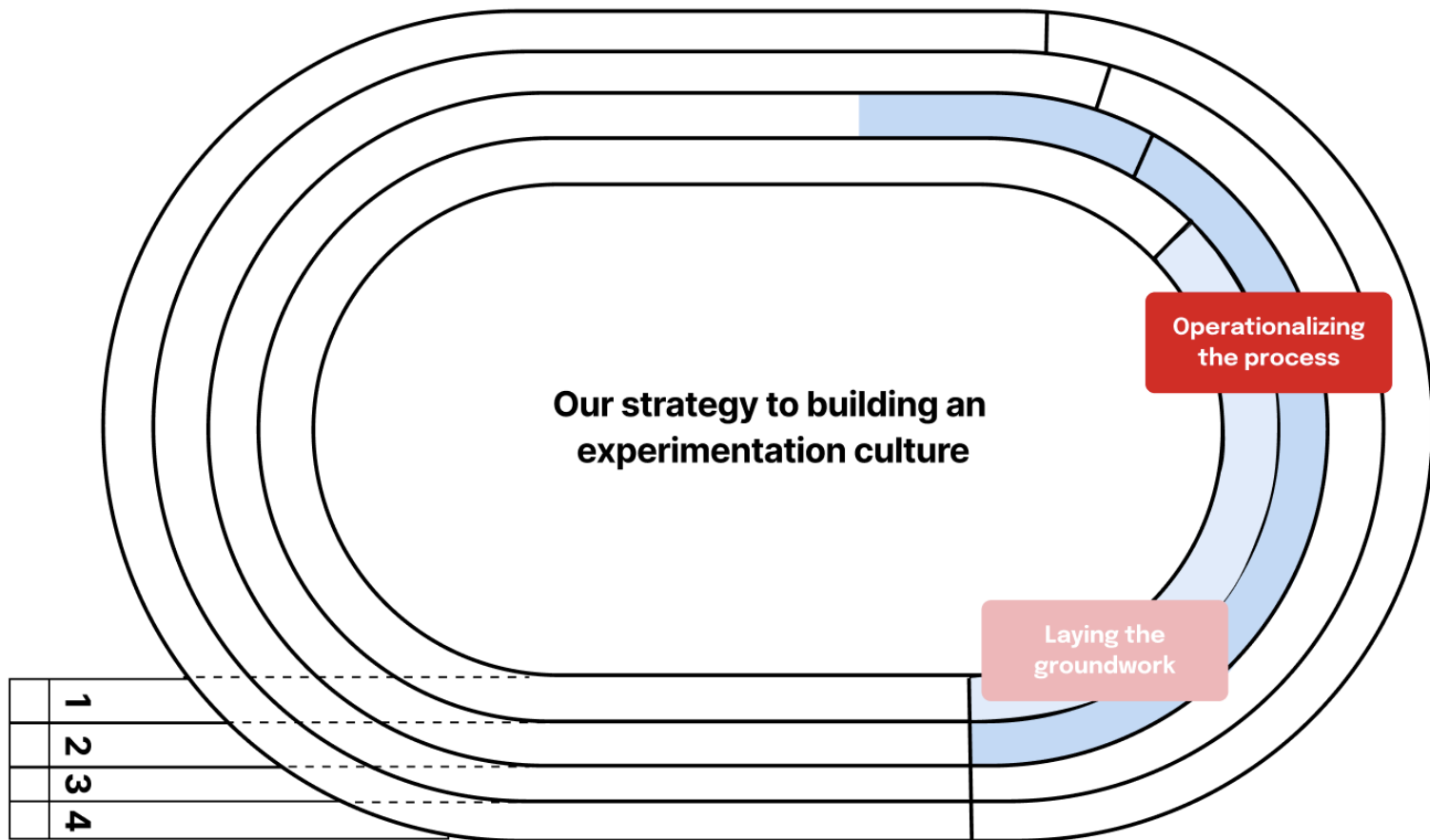
Laying the groundwork

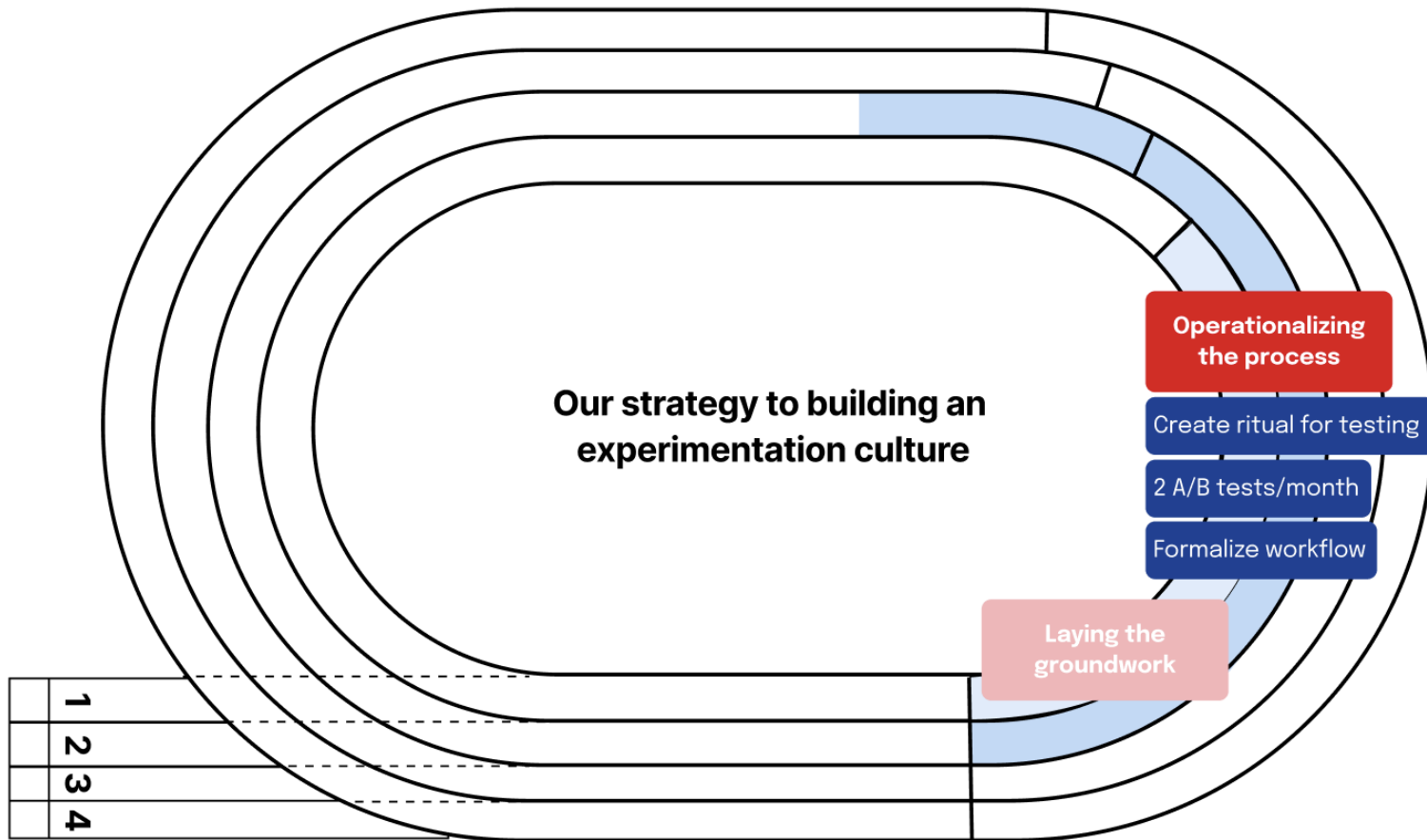
Bring failures into the light

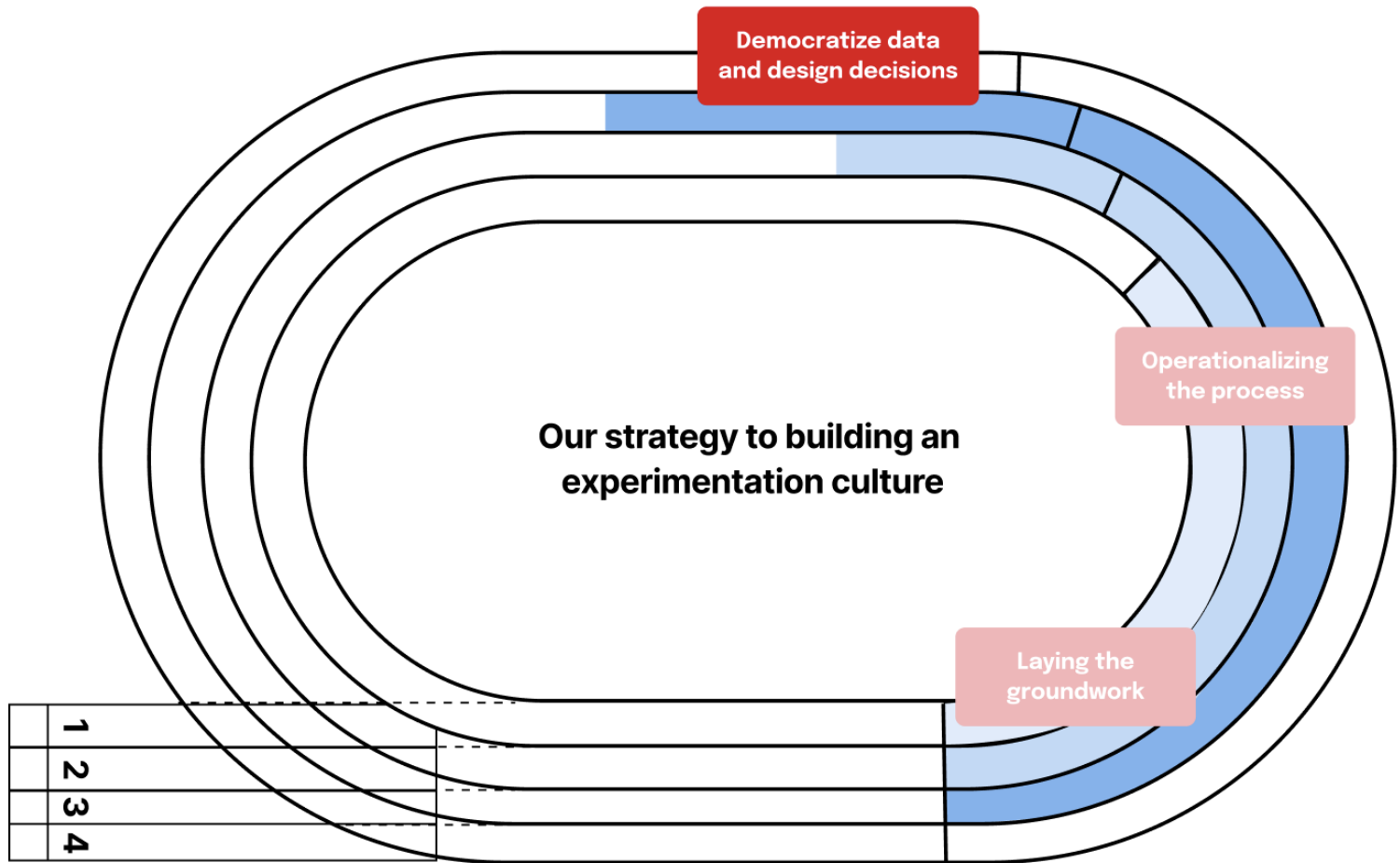
of shared learnings per session

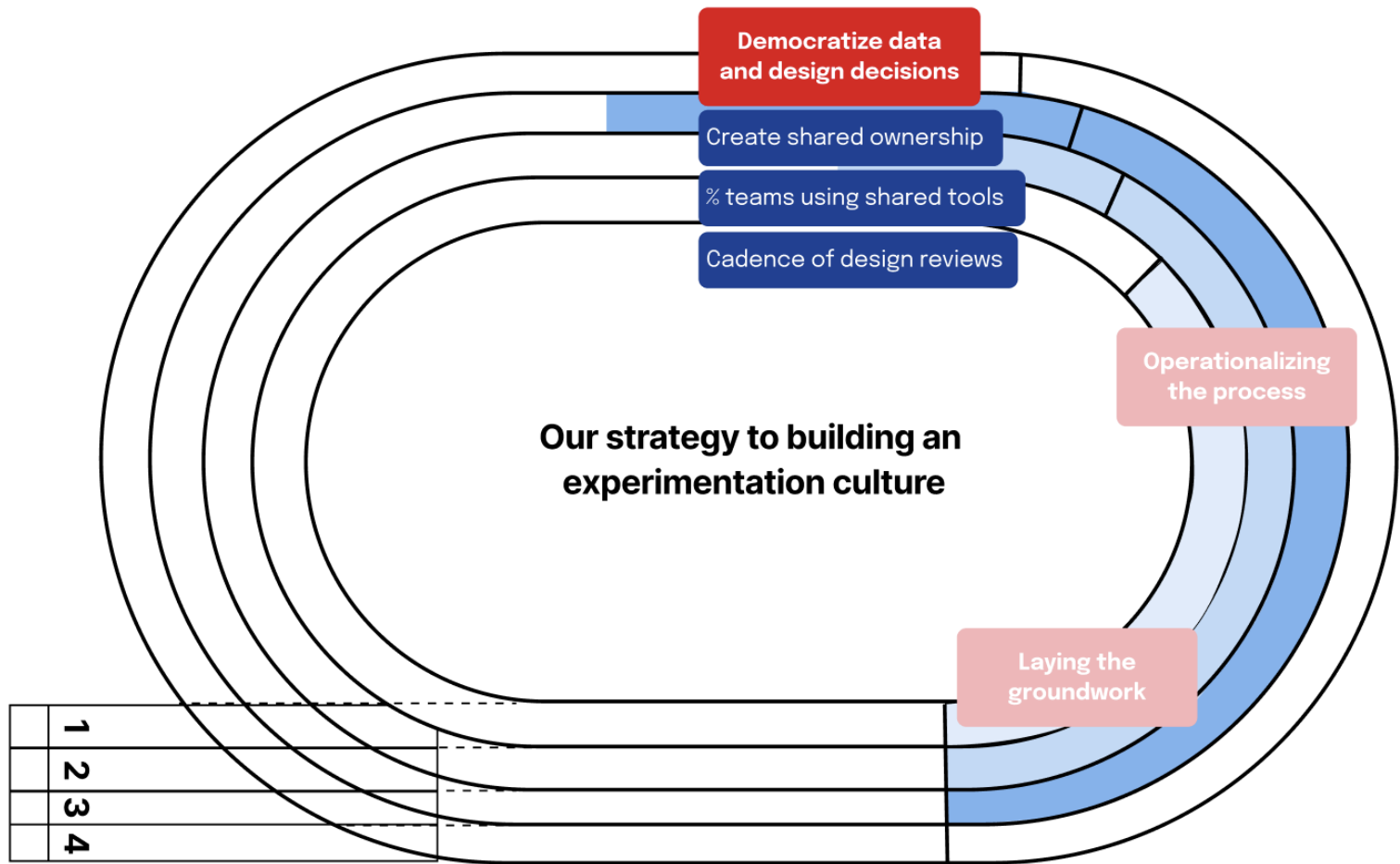
Build a cross-functional team

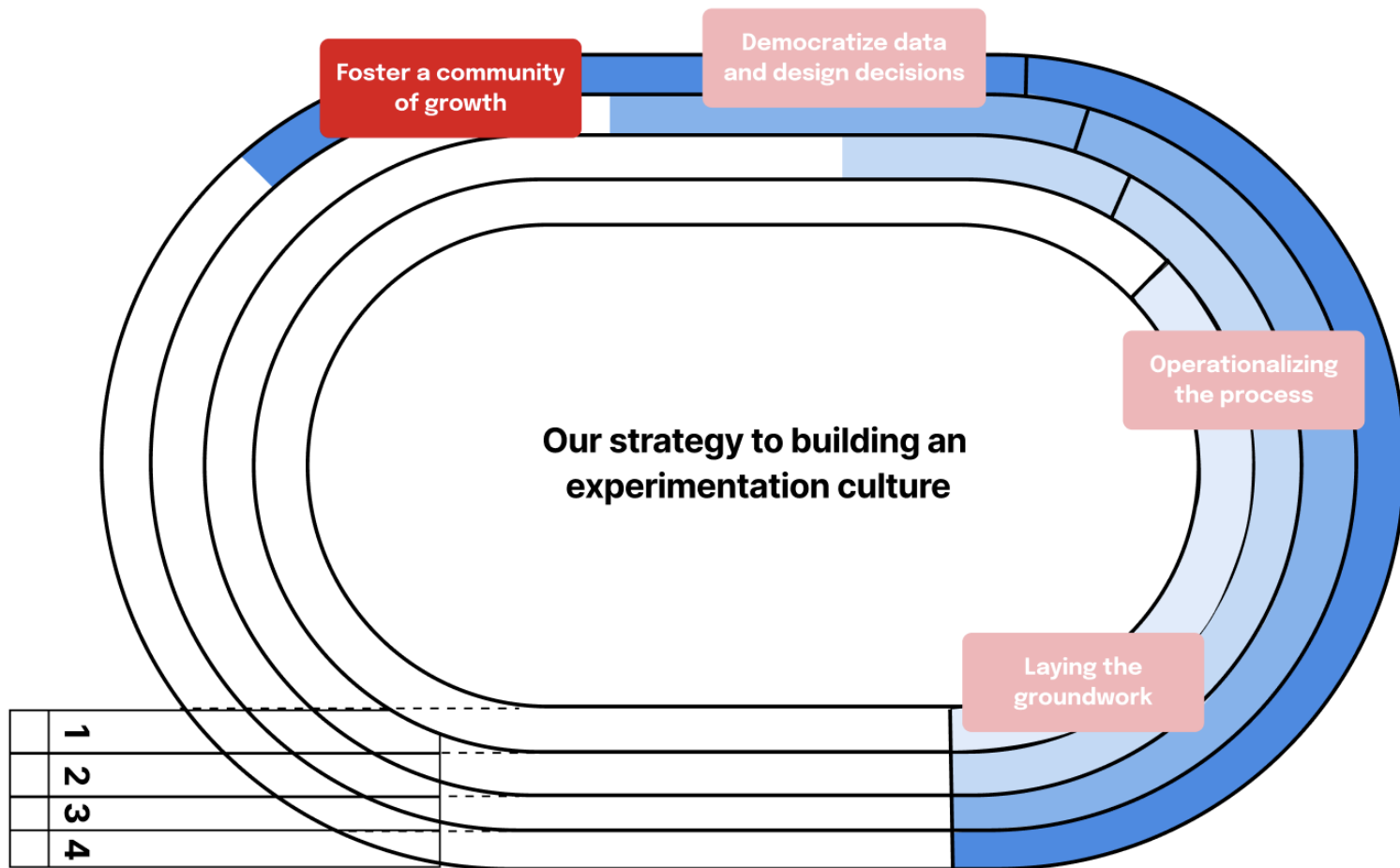
1
2
3
4

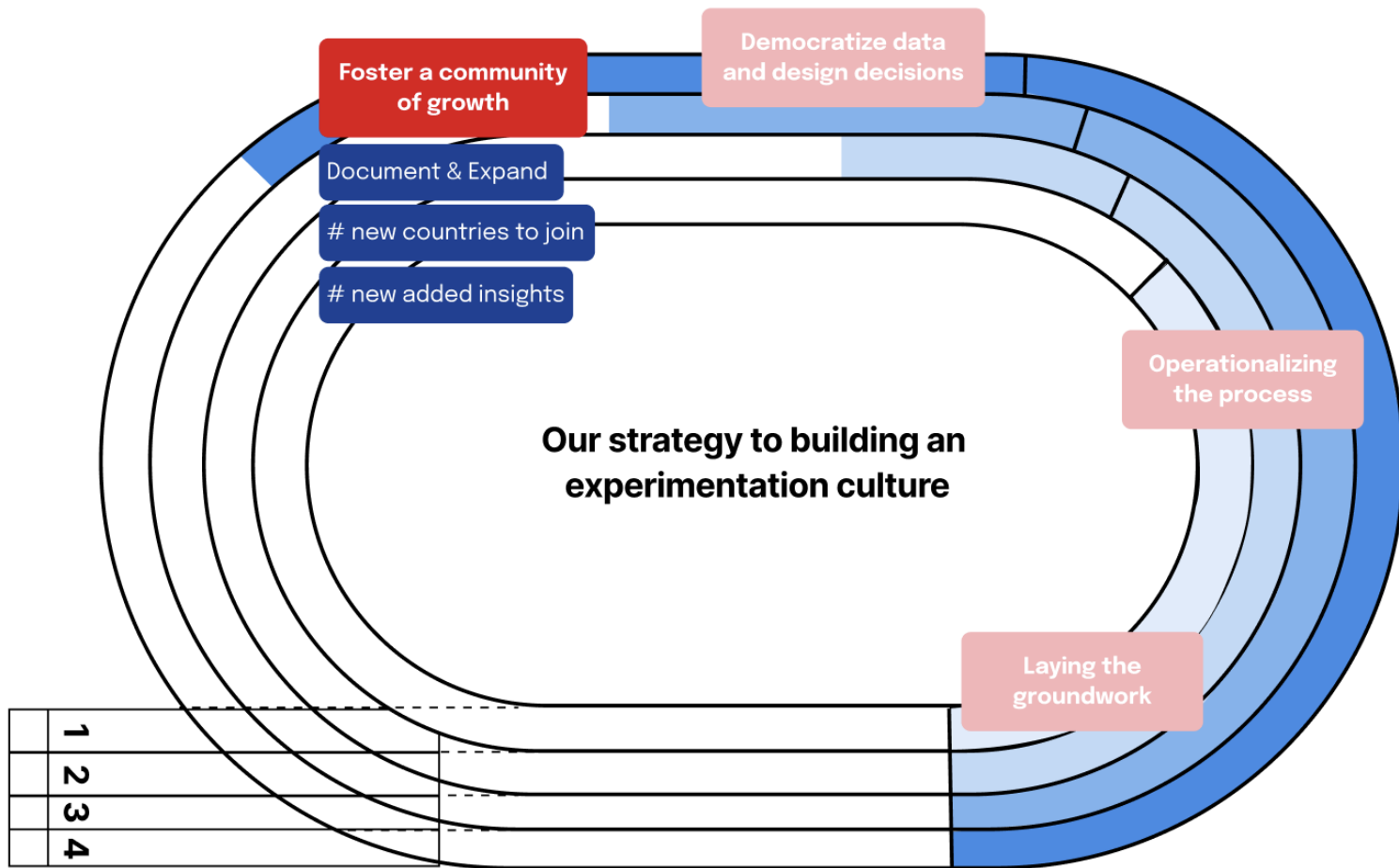


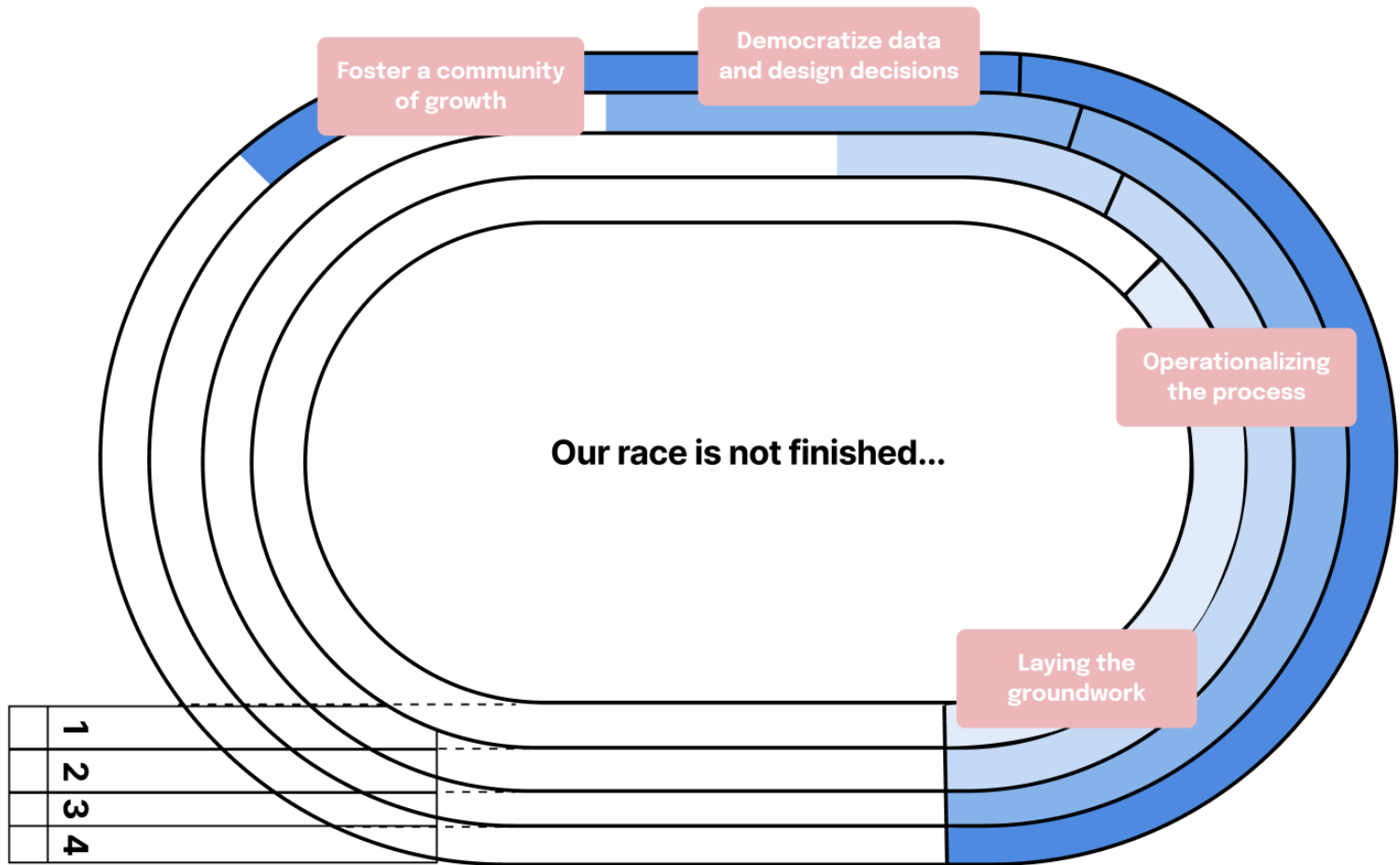




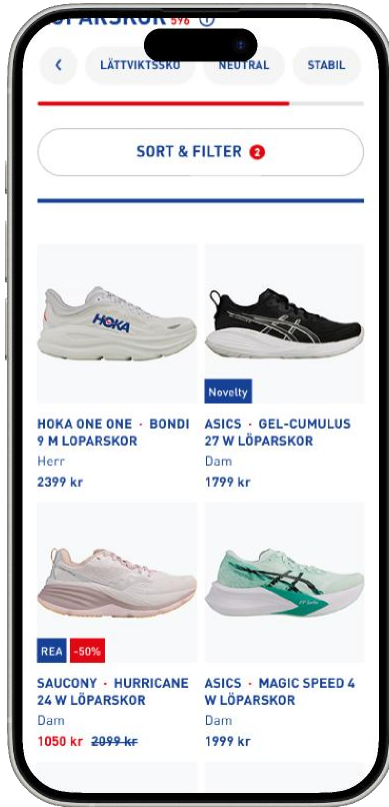








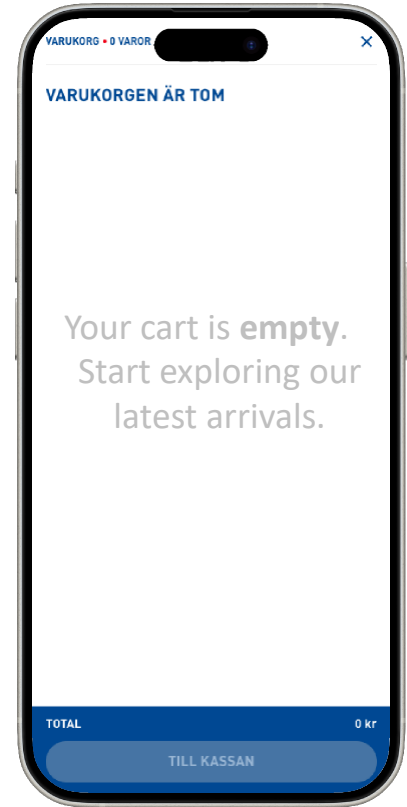
Our user journey had pain points from the PLP to PDP creating a low conversion rate

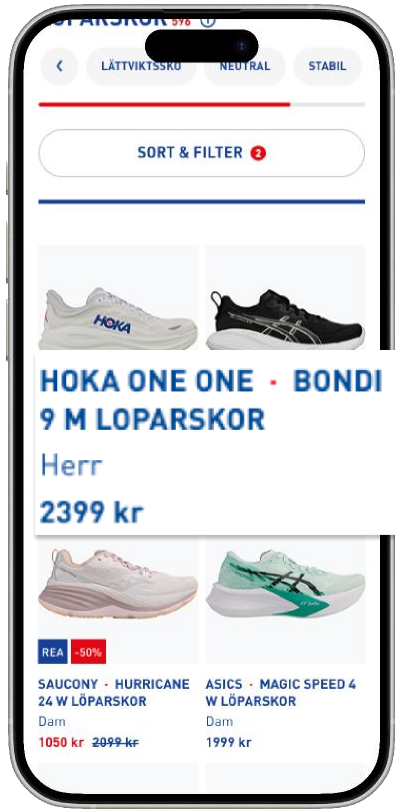


42%
PLP drop offs

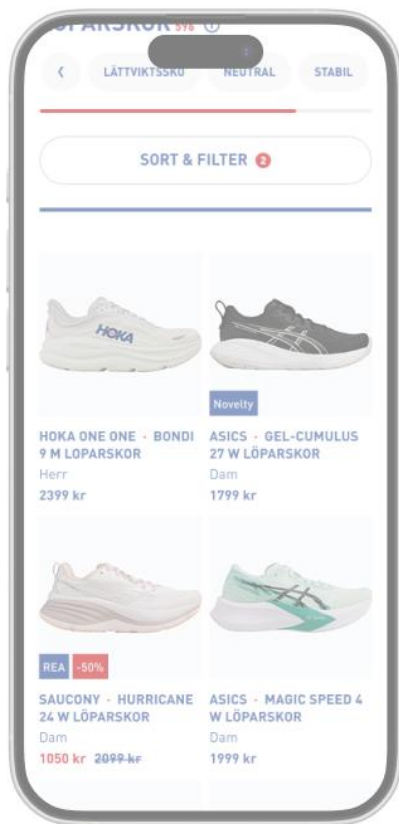


Low
Conversion rate

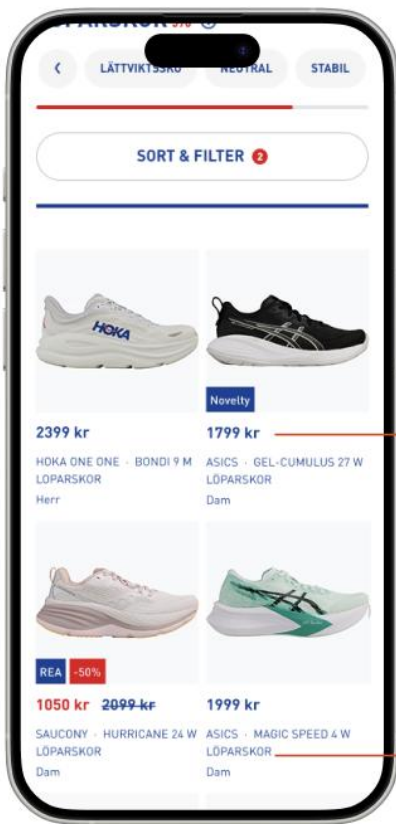




CONTROL



CONTROL

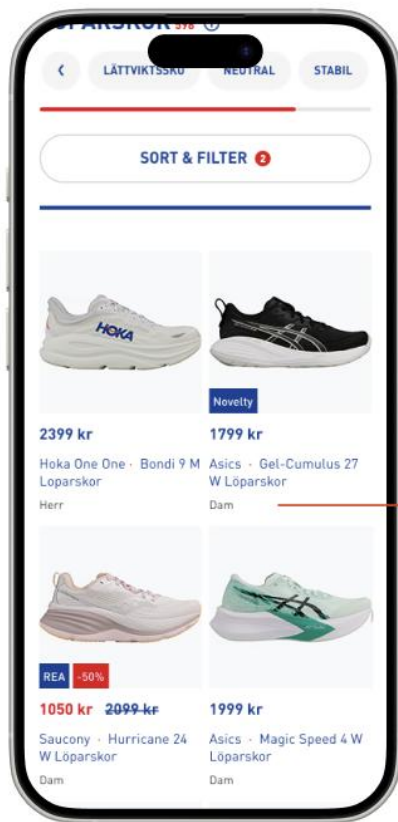
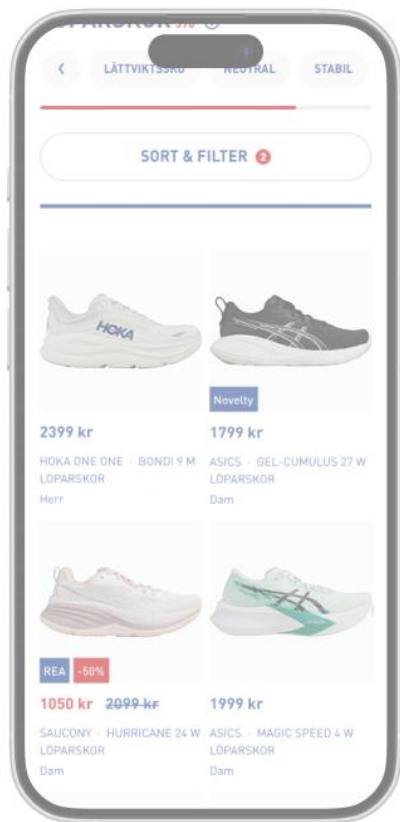
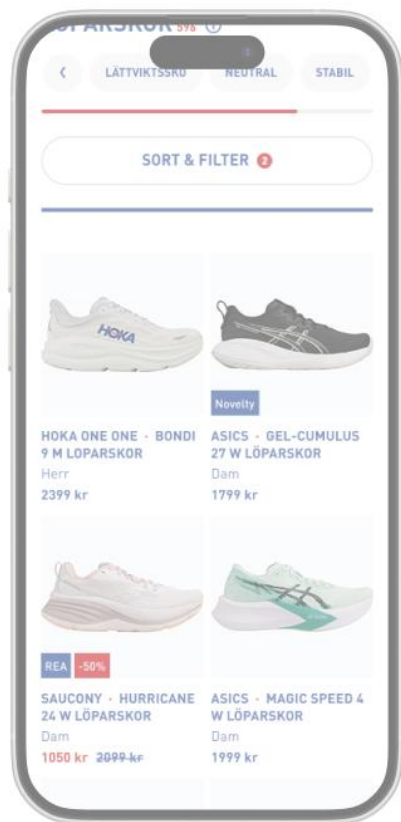


MOVE PRICE

Increase priority of price

FONT WEIGHT

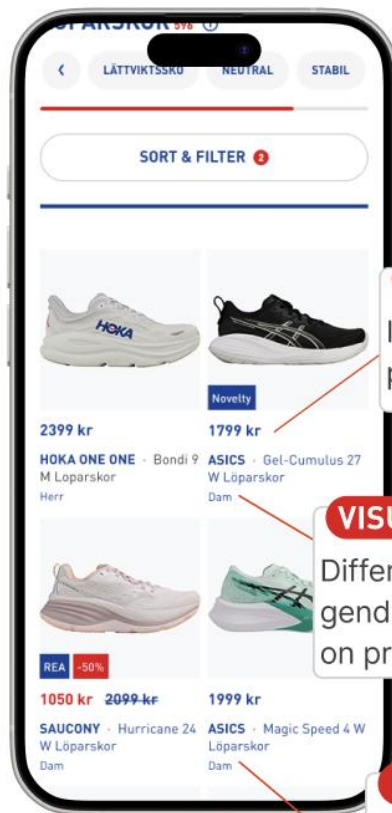
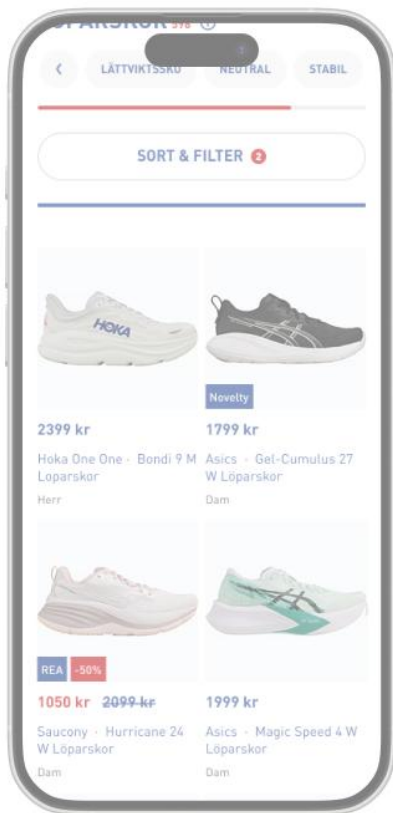
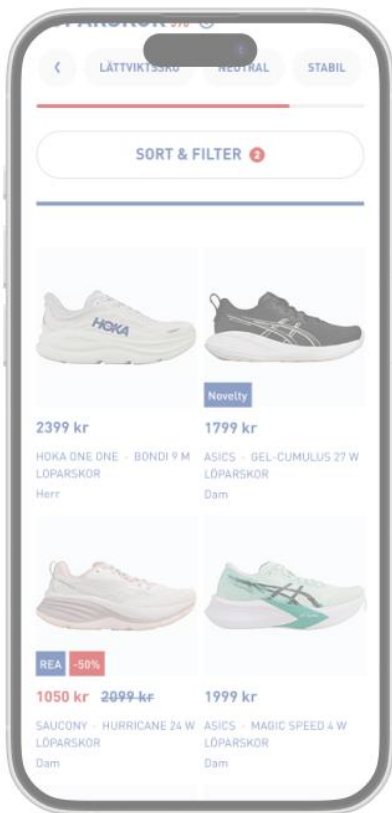
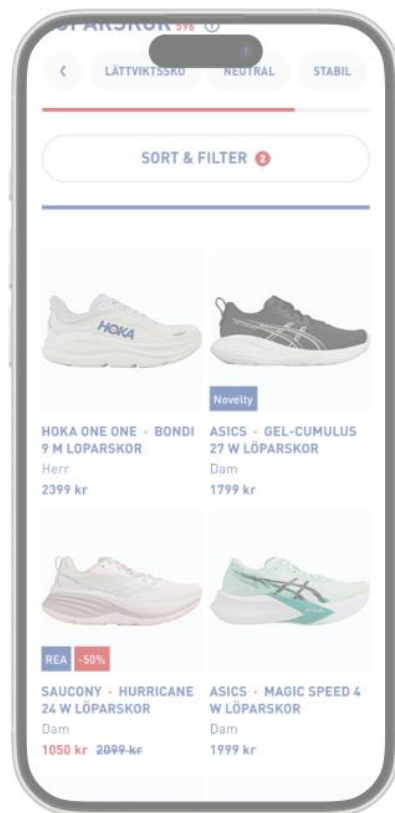
Reduce cognitive load



VISUAL HIERARCHY

Differentiate between gender to create clarity on product category

CONTROL



MOVE PRICE

Increase priority of price

VISUAL HIERARCHY

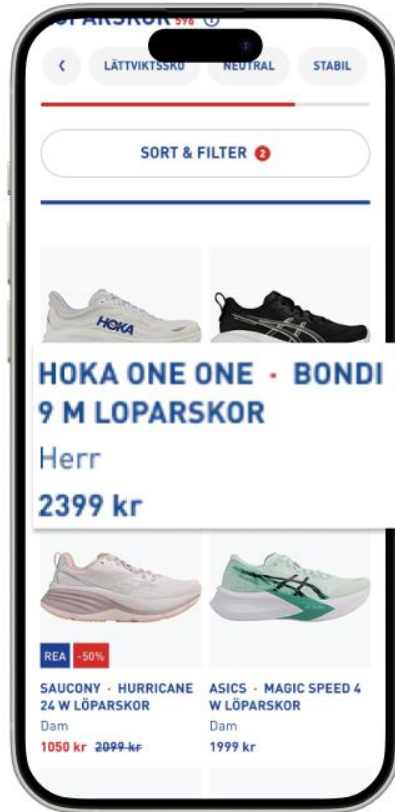
Differentiate between gender to create clarity on product category

INFO HIERARCHY

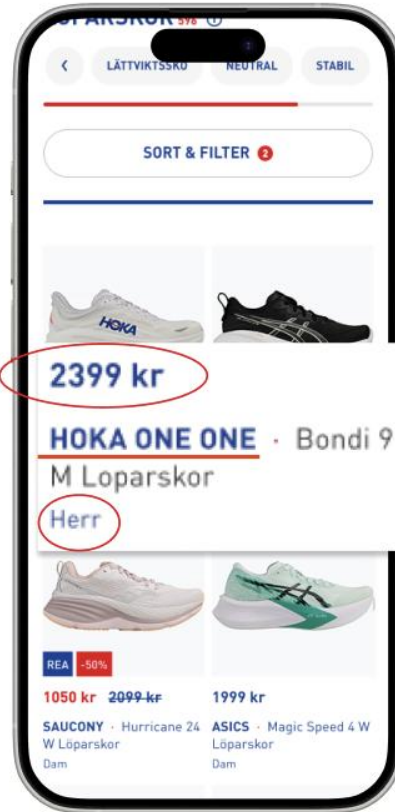
Reduce cognitive load prioritize brand and product clarity

CONTROL

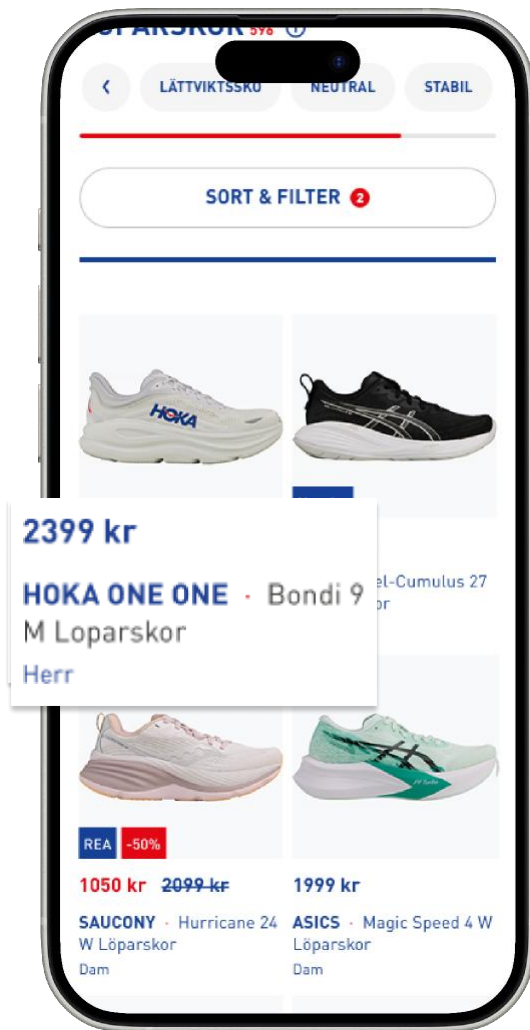
Building an experimentation culture doesn't require bold disruption



CONTROL



VARIANT



FUNNEL PERFORMANCE BOOST



+2.7% increase in mobile conversion

IMPROVED PAGE & CART ENGAGEMENT



+0.7% increase in PDP visits



+0.9% uplift in Add to Cart rate



+3.3% more cart visits

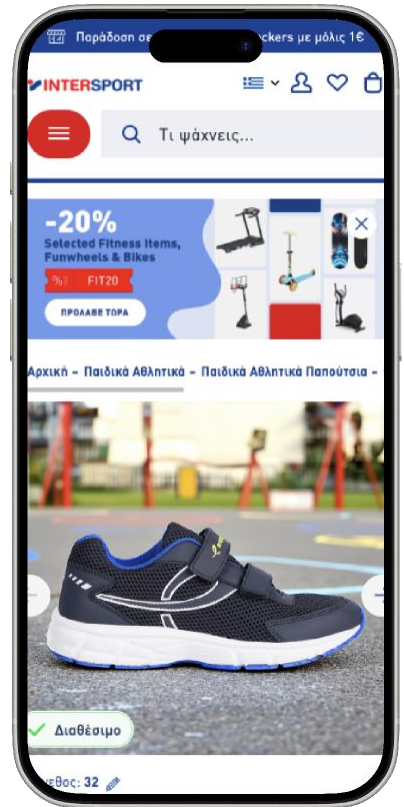
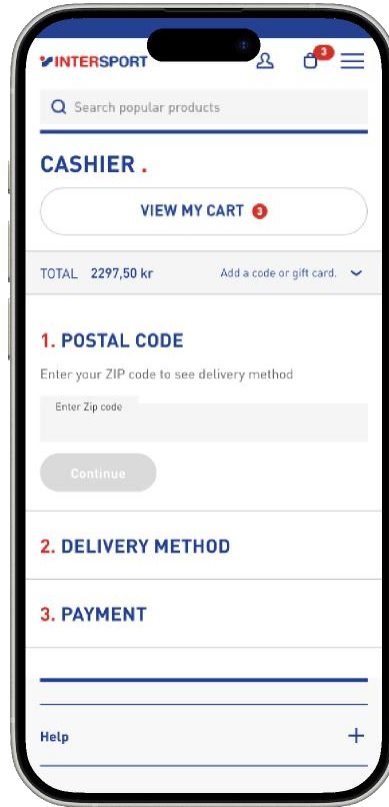
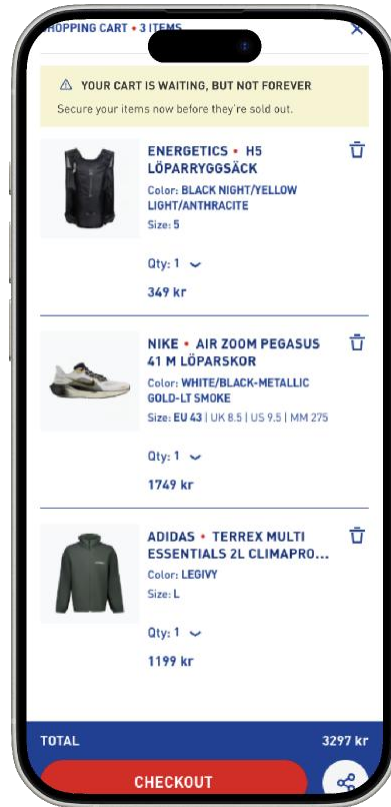
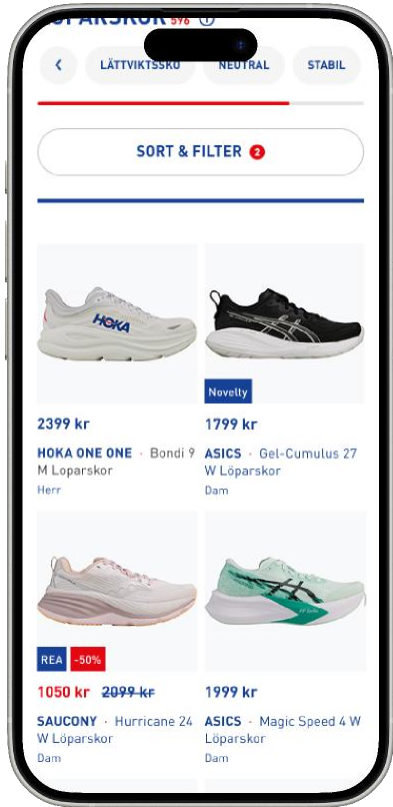


+3.2% increase in checkout starts

SMARTER PRICE BEHAVIOUR



+4.3% increase in low-to-high price sorting





1996 Canada wins gold in the 4x100 relay



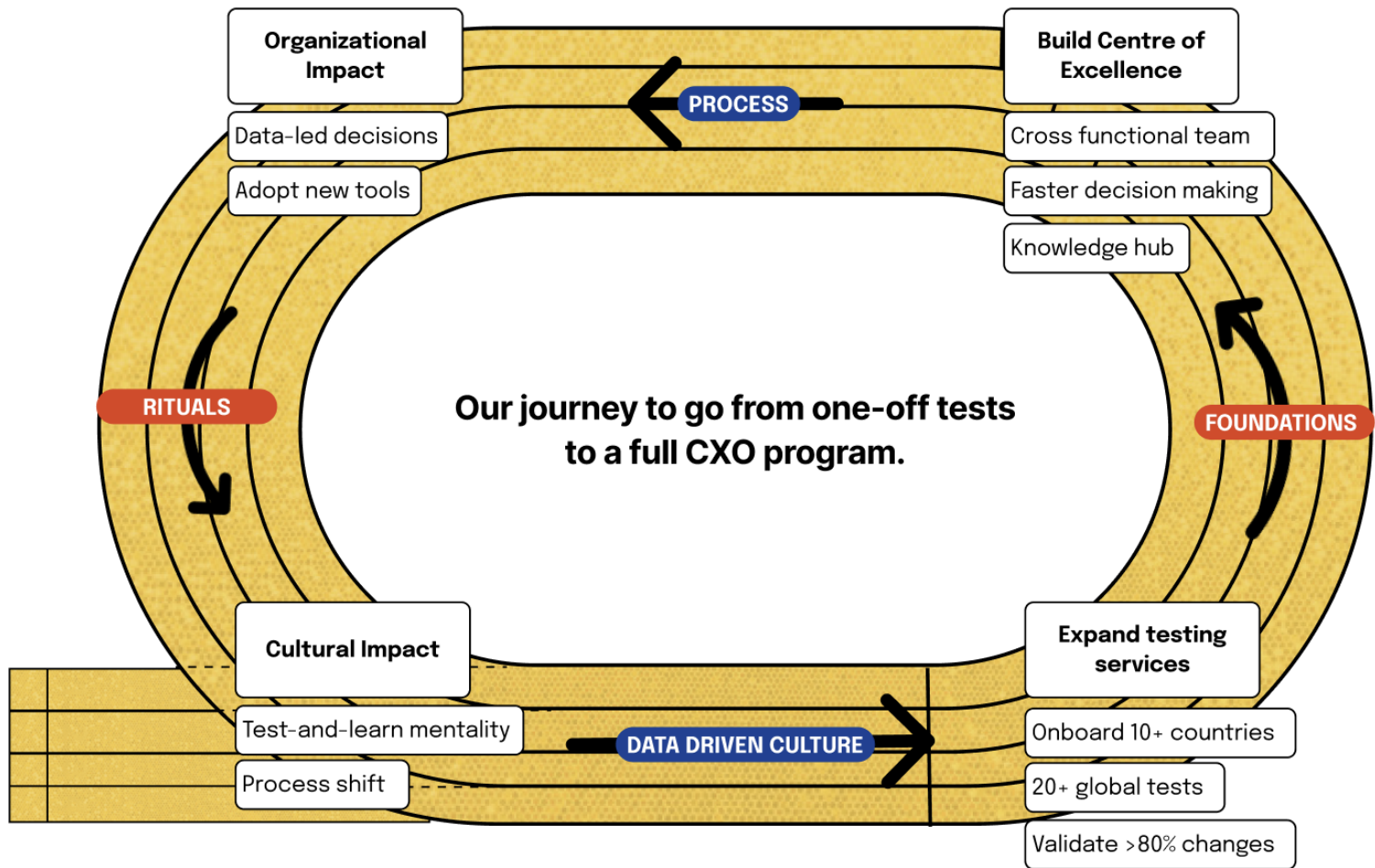


Normalize Failure



Create a testing ritual







BREAK TILL 15.55
