Failing up

Facilitated by: **Adobe**

Karin Fenty

Senior Consumer Insights Manager, Adobe

Studio abstract:

We've all heard the inspiring stories of business experimentation leading to tremendous success. We've heard equally as many stories of epic flame-out. The simple truth is that you don't know which you'll have until you try — so how do you design experiments where even failure is valuable? Hint: Think small, win big...

Instructions:

Use these prompts and the space provided to plan out a customer-centric experiment. Share your thoughts with colleagues afterward or save them for your own reference.

1 Articulate the possible goal or goals for an experiment.
What behaviors do you want to drive, among whom, in what channels?

2 Tee up your questions & hypotheses — what do you want to learn?

3 Envision your methodology. What are your tools, channels, and team members?

4 What challenges do you anticipate in executing your vision? Who can help you avoid or alleviate that challenge when it comes up?

5 Win big by thinking small - what are three small, actionable next steps to get your experiment off the ground?