# Continuous Experimentation: Accelerating Innovation Through Highly Effective Experiments

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**Abstract.** Finding the right scope for product development in order to build innovative products that customers want is crucial for success. Continuous experimentation is an important means to steer development towards rapid value creation and to avoid unnecessary development efforts. Insights from such experiments can directly influence frequent iterative deliveries. Continuous experimentation helps companies to gain competitive advantage by reducing uncertainties and rapidly finding product roadmaps that work. However, defining a product strategy in a testable way and running the right experiments in an effective way is hard. Setting up experiments wrong can lead to false results and wrong business decisions.

## 1 What You Will Learn

In this hands-on tutorial you will learn the tactics and habits for highly effective experiments and how to introduce them into your company. Join this tutorial to learn how to get out the most out of continuous experimentation.

– How to identify the relevant questions we need to answer for making good product decisions.
– How to find and formulate the right hypotheses to test.
– What are the components of a good hypothesis?
– How to define metrics that inform product decisions.
– How to select the right experiments.
– How to justify the efforts for experimentation.
– How to align experiments with your product decisions and product strategy.
– How to transition your organization towards continuous experimentation.

## 2   Who Should Attend

This presentation is aimed at

– product managers,
– innovation managers,
– startup founders,
– business people,
– software developers,
– consultants,
– coaches, and
– anyone who is interested in making an impact with their products through
  experimentation.

## 3   Who is Teaching This Tutorial

Jürgen Münch is a Professor of Software Engineering at Reutlingen University, Germany, and a Research Director in the Department of Computer Science at the University of Helsinki, Finland. He regularly teaches product management courses and helps companies to develop innovation capabilities and new digitally-enabled products and services. He specializes in software engineering, in particular data- and value-driven software development, product management, agile engineering, and startups. Results are documented in five books and more than 150 refereed publications.

## 4   Outline

1. Why Experiments?
2. Setting up Highly Effective Experiments
3. Achieving Breakthrough

## 5   What Former Attendees Said

– One of the most enriching courses.
– Jürgen has a very profound practical and theoretical knowledge.
– Definitely recommendable.