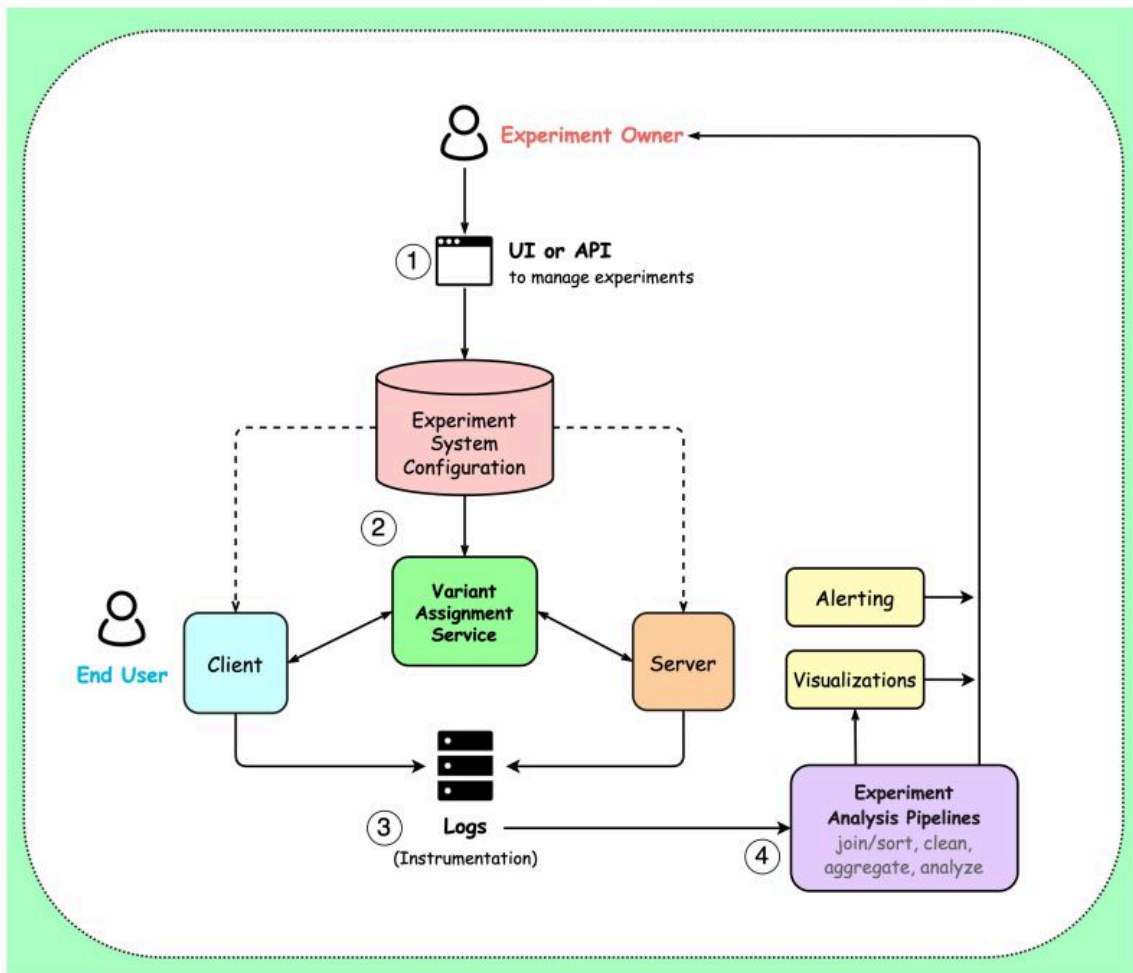


Possible Experiment Platform Architecture

The architecture of a potential experiment platform is depicted in the diagram below. This content of the visual is from the book: "Trustworthy Online Controlled Experiments" (redrawn by me). The platform contains 4 high-level components.

Possible experiment platform architecture



1. Experiment definition, setup, and management via a UI. They are stored in the experiment system configuration.
2. Experiment deployment to both the server and client-side (covers variant assignment and parameterization as well).
3. Experiment instrumentation.
4. Experiment analysis.

The book's author [Ronny Kohavi](#) also teaches a live Zoom class on Accelerating Innovation with A/B Testing. The class focuses on concepts, culture, trust, limitations, and build vs. buy. You can learn more about it here: <https://lnkd.in/eFHVuAKg>