

EXPERIMENTS

@DBS

Accelerating solutions to Make Banking Joyful

WHAT IS LEAN EXPERIMENTATION?

Elimination of waste in the discovery, creation and delivery of new value and for whom.

GOAL: Validate Learning

- Resourcefulness on prototypes
- Test early with immediate feedback
- Learn from doing to improve ideas



WHY EXPERIMENTATION?

MAKES US REALISE WHAT WE DON'T KNOW

- Change opinions into facts



WHY EXPERIMENTATION?

Gives us confidence with our solutions

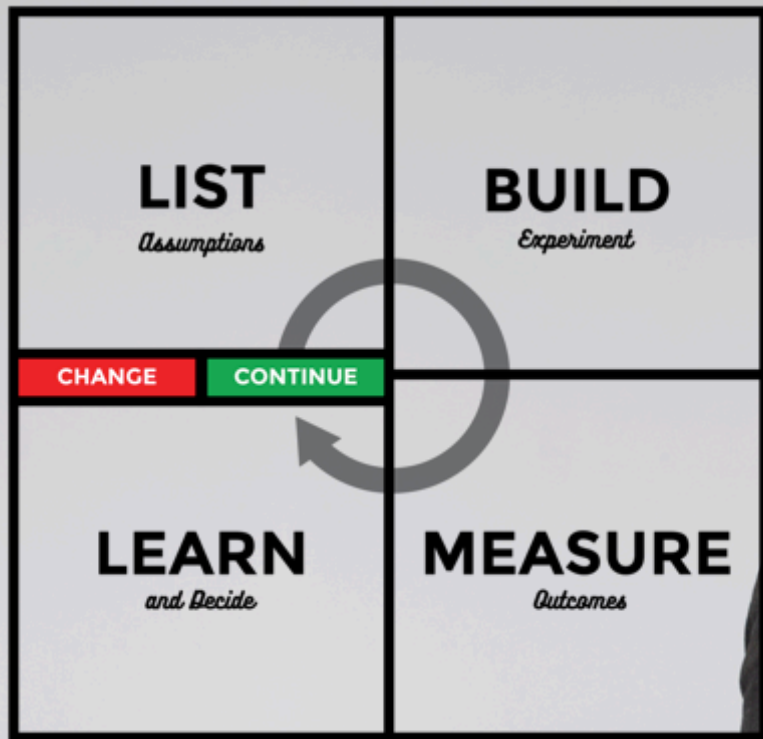
Differentiate what customers think vs what customers do

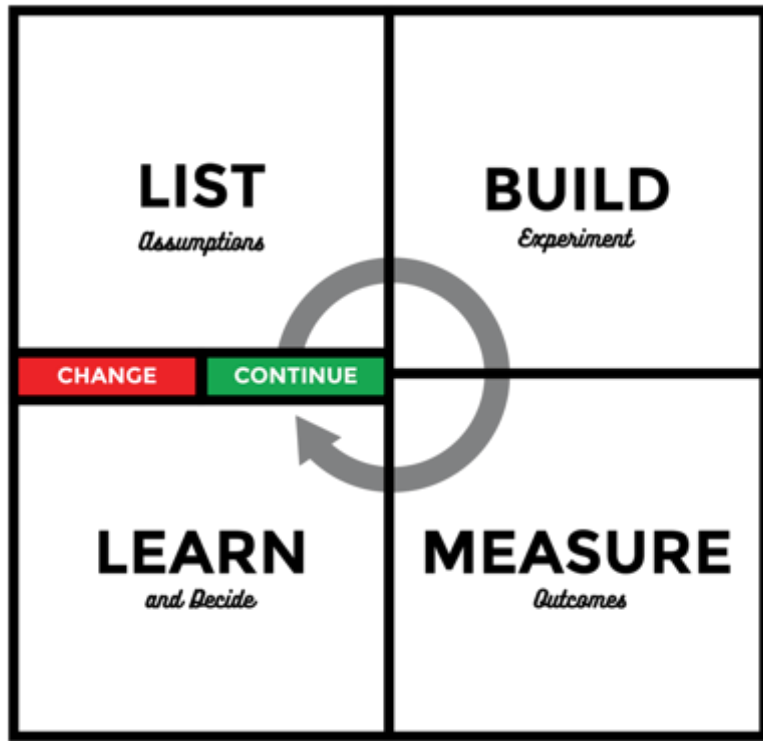


WHY EXPERIMENTATION?

Creates a compelling case with each experiment

OUTPUT = INSIGHTS + DATA





Complete an **experiment loop**

1. **List Assumptions:** what is the biggest change? Is that an assumption worth testing?
2. **Build Experiment:** What is the quickest way of testing your assumption?
3. **Measure Outcomes:** What data point are you measuring? Set a target as a measure of success.
4. **Learn and Decide:** What is the actual result? What is your key learning takeaway? Will you continue or change?

MINIMUM
VIABLE
PRODUCT

MINIMUM
DESIRABLE
PRODUCT

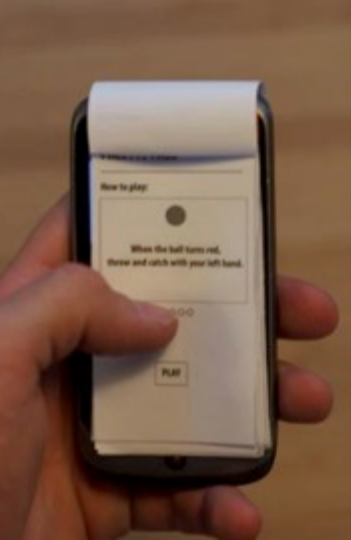
1st
PROTOTYPE



When teams iterate on **5** or more different solutions, they are 50% more likely to launch a product successfully

- IDEO on 100+ most innovative companies, 2017

**GO BEYOND 1
EXPERIMENT LOOP!**



Prototyping platforms

- Powerpoint / Keynote / Illustrator
- Invision
- Balsamiq, Sketch, Proto.io

LaunchRock

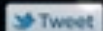
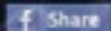
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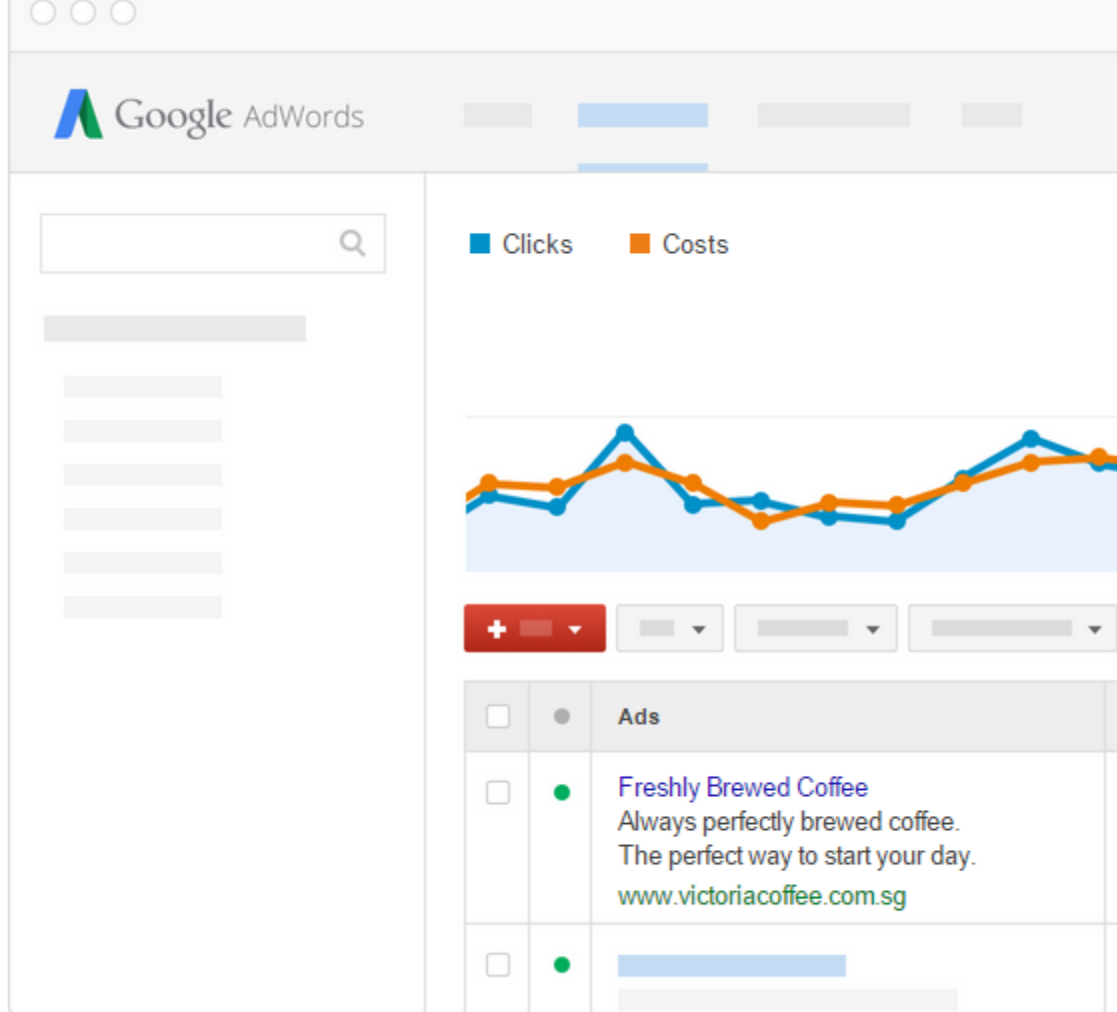
<http://launchrock.com/n8raa>

[our blog](#)

01

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Easy-to-read reports and graphs show how your ads are doing in Google AdWords

02

GOOGLE / FACEBOOK /
LINKEDIN ADS
FIND PEOPLE TO
EXPERIMENT WITH

PAY-PER-CLICK ADVERTISING
FOR LANDING PAGE



THANK YOU

Darren Yeo
darrenyeojx@db.com

+65 9650 5007