

Objective	Theme	Initiatives	Title	Main Problem (To Solve)	Description	Outcome/Goal	Jira	Year	Projected Quarter	T-Shirt Size	Factor	Reach	Impact	Confidence	Effort	RICE	Value Based	Team Capacity	1-Pager Assignment
Strategic	Co. Table Stakes	Cutting-Edge Feature Monitoring	Global Holdout	Data Science cannot measure the total impact of features delivered in a period	Define a Holdout Group which doesn't receive any new feature for a certain amount of time (usually a quarter)	Measure the total impact of all features rollout in a certain amount of time (usually a quarter)			2026 Q1	M	1	100	100	1	1		10000.00	10000.00	FIT
Strategic	Co. Table Stakes	Cutting-Edge Feature Monitoring	Global Holdout - Observability	Data Science cannot measure the total impact of features delivered in a period	Include: Observability	Measure the total impact of all features rollout in a certain amount of time (usually a quarter)			2026 Q1	S	1	100	100	1	1		10000.00	10000.00	FIT
Strategic	Co. Table Stakes	Cutting-Edge Feature Monitoring	Global Holdout - Enterprise	Data Science cannot measure the total impact of features delivered in a period	Define a Holdout Group which doesn't receive any new feature for a certain amount of time (usually a quarter) Include: Phase Enterprises and Embedd and Unauth	Measure the total impact of all features rollout in a certain amount of time (usually a quarter)			2026 Q3	S	1	100	100	1	1		10000.00	10000.00	FIT
Raise experiments bar	Co. Table Stakes	Cutting-Edge Feature Monitoring	Feature Impact Monitoring	Data Science cannot measure the impact of each individual feature delivered	Create a mechanism that can monitor the impact of each Feature Rollout indepently	Being able to measure impact of the RTP/Feature through the stages of progressive rollout			2026 Q2		1	100	100	1	1		10000.00	10000.00	N/A
Reduce experimentation time to run	Platform Foundations	Experiment Reporting	Individual Reporting Dashboard - MVP	Data Science has to manually create a dashboard for each Experiment to analyze the results	Phase 0 (MVP)	Enable Experiment Owners to monitor the experiment results on their own without the need for Data Science to create the standard dashboard.			2026 Q1	XS	0.8	100	100	1	1		8000.00	8000.00	FIT
Reduce experimentation time to run	Platform Foundations	Experiment Reporting	Individual Reporting Dashboard - Foundations	Data Science has to manually create a dashboard for each Experiment to analyze the results	Phase 1 (Foundations)	Enable Experiment Owners to monitor the experiment results on their own without the need for Data Science to create the standard dashboard.			2026 Q1	XS	0.8	100	100	1	1		8000.00	8000.00	FIT
Reduce experimentation time to run	Platform Foundations	Experiment Reporting	Individual Reporting Dashboard - Smart Components	Data Science has to manually create a dashboard for each Experiment to analyze the results	Phase 2 (Smart Components)	Enable Experiment Owners to monitor the experiment results on their own without the need for Data Science to create the standard dashboard.			2026 Q2	XS	0.8	100	100	1	1		8000.00	8000.00	FIT
Reduce experimentation time to run	Agentic	Foundations for Automations & Agentic	Individual Reporting Dashboard - Generative Results	Data Science has to manually create a dashboard for each Experiment to analyze the results	Phase 3 (Generative Results)	Enable Experiment Owners to monitor the experiment results on their own without the need for Data Science to create the standard dashboard.			2026 Q3	S	0.8	100	100	1	1		8000.00	8000.00	FIT
Minimize the negative end user impact	Co. Table Stakes	Enterprise Experiments	Enterprise - Exclude Enterprise	Delivering multiple experiment variants, especially UI changes, to the same Enterprise organization creates confusion and inconsistency in co-editing experience between users and undermines Adobe's enterprise credibility.	Enhance experimentation experience for enterprise having the possibility to: 1. Opt-in Enterprises in Experiments	Minimize the negative impact of Experimentation on Enterprise users			2026 Q1	L	1	70	100	1	1		7000.00	7000.00	FIT
Minimize the negative end user impact	Co. Table Stakes	Enterprise Experiments	Enterprise - Big Feature	Delivering multiple experiment variants, especially UI changes, to the same Enterprise organization creates confusion and inconsistency in co-editing experience between users and undermines Adobe's enterprise credibility.	Enhance experimentation experience for enterprise having the possibility to: 1. Define a BIG feature and exclude enterprises from big features experimentation	Minimize the negative impact of Experimentation on Enterprise users			2026 Q2	L	1	70	100	1	1		7000.00	7000.00	FIT
Minimize the negative end user impact	Co. Table Stakes	Enterprise Experiments	Enterprise - Connected Enterprise	Delivering multiple experiment variants, especially UI changes, to the same Enterprise organization creates confusion and inconsistency in co-editing experience between users and undermines Adobe's enterprise credibility.	Enhance experimentation experience for enterprise having the possibility to: 1. Connected Enterprise	Minimize the negative impact of Experimentation on Enterprise users			2026 Q2	L	1	70	100	1	1		7000.00	7000.00	FIT
Minimize the negative end user impact	Co. Table Stakes	Enterprise Experiments	Enterprise - Enterprise Cohorts	Delivering multiple experiment variants, especially UI changes, to the same Enterprise organization creates confusion and inconsistency in co-editing experience between users and undermines Adobe's enterprise credibility.	Enhance experimentation experience for enterprise having the possibility to: 1. Experimentation unit at org level or department level inside Enterprise	Minimize the negative impact of Experimentation on Enterprise users			2026 Q3	L	1	70	100	1	1		7000.00	7000.00	FIT
Raise experiments bar	Platform Foundations	Experiments Bank	Experiments Bank - MVP	Experiment owners have no centralized repository to discover and learn from past experiments, leading to duplicated efforts, missed learnings, inconsistent practices, and lost institutional knowledge.	Create an Experiment Library where Experiment Owners can explore & learn & and get inspired from all past Experiments ran in different areas of the product. An Experiment item will have the Hypothesis, Owner, Experiment Metadata, Details and Experiment resoning, Pictures, Results & Insights.	Enable Experiment Owners to learn from past Experiments insights in order to create new ones which can bring more value to our users.			2026 Q3	S	0.8	90	90	1	1		6480.00	6480.00	FIT
Raise experiments bar	Platform Foundations	Experiments Bank	Experiments Bank	Experiment owners have no centralized repository to discover and learn from past experiments, leading to duplicated efforts, missed learnings, inconsistent practices, and lost institutional knowledge.	Create an Experiment Library where Experiment Owners can explore & learn & and get inspired from all past Experiments ran in different areas of the product. An Experiment item will have the Hypothesis, Owner, Experiment Metadata, Details and Experiment resoning, Pictures, Results & Insights.	Enable Experiment Owners to learn from past Experiments insights in order to create new ones which can bring more value to our users.			2026 Q4	S	0.8	90	90	1	1		6480.00	6480.00	FIT
Reduce experimentation time to run	Co. Table Stakes	Content Experimentation	Content Experimentation - MVP	Experiment owners relies on Engineering to build simple design experiment.	Create a functionality where Experiment Owner can create a Content Experiment where they can modify the UI Elements of specific UI Component such a Widget, Popup, Pane. Among the things that they can change are: Text, Fonts, Colors, Icons, Page Arrengament, Buttons without the need of Engineering or little need but keeping in the alignment of Express Design Guidelines. They should be able to preview the new Variants.	Enable Experiment Owners to run fast multiple Content Experiments by empowering them to design fast multiple Experiment variants with no or little Engineering effort.			2026 Q4	M	1	80	80	1	1		6400.00	6400.00	FIT
Reduce experimentation time to run	Co. Table Stakes	Content Experimentation	Content Experimentation	Experiment owners relies on Engineering to build simple design experiment.	Create a functionality where Experiment Owner can create a Content Experiment where they can modify the UI Elements of specific UI Component such a Widget, Popup, Pane. Among the things that they can change are: Text, Fonts, Colors, Icons, Page Arrengament, Buttons without the need of Engineering or little need but keeping in the alignment of Express Design Guidelines. They should be able to preview the new Variants.	Enable Experiment Owners to run fast multiple Content Experiments by empowering them to design fast multiple Experiment variants with no or little Engineering effort.			2027	XXL - end vision M - with settings implemented already	1	80	80	1	1		6400.00	6400.00	
Strategic	Co. Table Stakes	Adobe Marketing Tech Integration	AEP Integration - MVP	Experimentation Platform is not integrated with the Adobe's main user behavior analysis platform.	Integrate Experimentation Platform with AEP platform. To access their enrich segmentation.	Offering a deep integration with Adobe AEP will offer enable us to leverage AEP functionalities and access AEP tenants data.			2026 Q3	S	1	70	80	1	1		5600.00	5600.00	FIT
Strategic	Co. Table Stakes	Adobe Marketing Tech Integration	AEP Integration	Experimentation Platform is not integrated with the Adobe's main user behavior analysis platform.	Integrate Experimentation Platform with AEP platform. To access their enrich segmentation.	Offering a deep integration with Adobe AEP will offer enable us to leverage AEP functionalities and access AEP tenants data.			2026 Q4	S	1	70	80	1	1		5600.00	5600.00	FIT
Increase platform performance	Platform Foundations	Traffic Lanes	Traffic Lanes - Phase 1 - Foundations & Conflict Management - MVP	Experiment owners cannot run more multiple experiments simultaneously in the same product area due to traffic allocation constraints, limiting experimentation velocity and platform scalability. Experiment owners don't know which lanes are available to avoid conflicts.	Split the traffic in multiple lanes (eg. 5) all having a sample of the population. Allowing for multiple experiment to run in parallel in the same product area. Implement a logic for the Traffic Lanes to avoid Experimentation conflict such as running on the same Product area, KPIs, etc.	Scale the Experiments that can run simulatinously in the same area reducing the conflicts. Expand the traffic lanes usage and so, the experiments running in parallel.			2026 Q3	M	0.8	100	60	0.8	1		3840.00	3840.00	EXTRA
Increase platform performance	Platform Foundations	Traffic Lanes	Traffic Lanes - Phase 1 - Foundations & Conflict Management	Experiment owners cannot run more multiple experiments simultaneously in the same product area due to traffic allocation constraints, limiting experimentation velocity and platform scalability. Experiment owners don't know which lanes are available to avoid conflicts.	Split the traffic in multiple lanes (eg. 5) all having a sample of the population. Allowing for multiple experiment to run in parallel in the same product area. Implement a logic for the Traffic Lanes to avoid Experimentation conflict such as running on the same Product area, KPIs, etc.	Scale the Experiments that can run simulatinously in the same area reducing the conflicts. Expand the traffic lanes usage and so, the experiments running in parallel.			2026 Q4	S	0.8	100	60	0.8	1		3840.00	3840.00	EXTRA
Strategic	Co. Table Stakes	Experimentation on Services	Experimentation on Services	Experiment owners cannot run experiments directly on the Horizon Services without modifying the client.	Build the infrastructure for Services to run experimentation. Only Expirment Assignment	Enable Express and Horizon Services to run experiments and minimal segmentation			2027	M	1	40	70	1	1		2800.00	2800.00	HIGH
Increase platform performance	Institutional Memory	Adobe Marketing Tech Integration	AEP Customer Profile Attributes	The Experimentation Platform's reliance on slow services (APS, UDC) prevents advanced cross-product segmentation (Acrobat - Express) and impacts app performance.	Integrate the platform with AEP Customer 365 and expose the Customer Profile segmentation in Horizon Platform. Also, make this consumable by Agents	Expand Segmentation capabilities and reduce the performance issues due to APS, UDC and other slow services. In the end, other tenants may join and use our platform.			2027	M	0.6	70	70	0.8	1		2352.00	2352.00	HIGH

	Agentic	Foundations for Automations & Agentic	Knowledge Bot	Experiment owners spend a lot of time manually extracting information from multiple experiments and consolidating them into valuable insights for future experiments.	Create an Experimentation Conversational Bot which can give users general information about Experimentations. 1. This can extract information from the experiment Bank knowledge 2. Offer information about overall experiments results 3. Experimentation Platform capabilities (similar to singularity)	Reduce the time for users to search and learn about experimentation and the experiments ran in the platform	2026 Q3	M	0.4	90	60	1	1	2160.00	2160.00 EXTRA	
Raise experiments bar																
Reduce experimentation time to run	Platform Foundations	Advanced Experimentation Execution	Experimentation on Settings	Experiment owners need to develop multiple feature flags for Multi Variant Experiments where they want to validate multiple options.	Expand experiments variants from feature flagging to options allowing each variant to have a set of options. Each option can have different alfa numeric values. Minimizing the number of feature flags developers need to define in code in order o create a MultiVariant Test. Eg. An Experiment which wants to test 3 different texts and 3 icons will need only 2 Options (Icon, TextLabel)	Reduce the code complexity for multi variant experiments and time to develop multi variant experiments	2026 Q2	S	0.8	50	50	0.8	1	1600.00	1600.00 FIT	
Reduce experimentation time to run	Agentic	Foundations for Automations & Agentic	Traffic calculator	Experiment owners don't know how much time an experiment will take in order to be statistically valid.	Calculate the necessary traffic & time for an experiment based on the number of variants	Create visibility for the Experiment owner for how long the Experiment will need to be run in order to get to have trusted results	2026 Q3	XS	0.4	80	50	1	1	1600.00	1600.00 FIT	
Reduce experimentation time to run	Agentic	Foundations for Automations & Agentic	Intelligent traffic calculator	Experiment owners don't know how much time an experiment will take in order to be statistically valid.	Calculate the necessary traffic & time for an experiment based on the number of variants and tested area traffic.	Create visibility for the Experiment owner for how long the Experiment will need to be run in order to get to have trusted results	2026 Q4	XS	0.4	80	50	1	1	1600.00	1600.00 FIT	
Minimize the negative end user impact	Agentic	Advanced Experimentation Execution	Intelligent traffic allocation	Multi variant tests takes an unnecessary long time while end users are exposed for a long period of time to unsuccessful experiments.	Implement Advanced dynamic traffic allocation such as: Multi-armed Bandit, Bayesian.	Reduce the time for running an experiment especially the Multi Variant Tests	2026 Q4	XL	0.4	50	60	1	1	1200.00	1200.00 EXTRA	
Reduce experimentation time to run	Platform Foundations	Experiment Reporting	Allow multiple properties for exposure event	Data Science needs to do additional filtering in order to analysis on the Experiment and it will decrease the use of Automatic Dashboard	Being able to define multiple properties per exposure event	Enable more complex Experiment to utilize automated reporting that is being developed requiring View Experiment as a starting point.	2026 Q2	XS	0.2	50	100	1	1	1000.00	1000.00 FIT	
Minimize the negative end user impact	Agentic	Automations & Agentic	Experiment simulation	Experiment owners loose time to full run invalid experiments impacting end users users and increasing the learning time.	Build 100k Agents that behave as users in the App and test the variations in a dry environment so, Experimentation owners can validate fast an experiment upfront sending it to users.	Iterate rapidly and learn from both positive and negative results without impacting users	2027	XXL	0.4	70	70	0.5	1	980.00	980.00 LOW	
Reduce experimentation time to run	Agentic	Foundations for Automations & Agentic	Conversational advanced reporting analysis	Experiment owners and data science may require advanced report analysis for complex experiments with uncertain results.	Implement a bot that can answer to advanced reporting questions on an Experiment such as: 1. What is the traffic source distribution on my experiment variants 2. What the traffic distribution based on country on my variants 3. Draw a funnel of my traffic that exported my experiment. This bot can add the results in the dashboard.	Reduce the Data Science effort to do advanced analysis of an experiment.	2027	L	0.4	60	50	0.8	1	960.00	960.00 MEDIUM	
Raise experiments bar	Institutional Memory	Foundations for Automations & Agentic	Experiments Design & Insights	Platform doesn't have any system in place to capture and store the experiment 365 (design, metadata, execution, results, insights)	Create a system that consolidates the experiment information and insights that can be furthered consumed by Agents. This should know the: Experiment Designs, Hypothesis, Platform Area, Team, Variants, Problems to solve and the results together with the learnings from it.	Create a memory consumable by Agents about the Experiments history	2027	S	0.6	50	60	0.5	1	900.00	900.00 MEDIUM	
Minimize the negative end user impact	Continous Improvments	Anomaly Alerting	Anomaly Alerting - Health Analysis	Engineers doesn't have any health status of the experiment observability metrics.	Make an Observability Health Analysis based on the Error and other metrics and add a Health Signal to each experiment.	Simplify the Experiment Owners monitoring by having one single Health Status	2026 Q1	XXS	0.2	90	50	1	1	900.00	900.00 FIT	
Minimize the negative end user impact	Continous Improvments	Anomaly Alerting	Anomaly Alerting - Dashboard	Engineers doesn't have any health status of the experiment observability metrics.	Make an Observability Health Analysis based on the Error and other metrics and add a Health Signal to each experiment.	Simplify the Experiment Owners monitoring by having one single Health Status	2026 Q2	XXS	0.2	90	50	1	1	900.00	900.00 FIT	
Raise experiments bar	Agentic	Automations & Agentic	Insights extractor	Experiment owners have a difficult time to extract insights from flat and invalid experiments due to its complexity.	Once we have an Experiment results, we should be able to extract Insights (Learnings) regardless if the experiment is successful or not. This should added in the Experiment Bank afterwards	Improve Product Learnings from the Experiments	2027	XXL	0.4	70	40	0.8	1	896.00	896.00 LOW	
Minimize the negative end user impact	Continous Improvments	Traffic Lanes	Traffic Lanes - Suggestion				2027	S	0.2	70	50	1	1	700.00	700.00 MEDIUM	
Raise experiments bar	Agentic	Content Experimentation	Content Experiment variation generation	Experiment owners will have a lack of design creativity for new and different content variations.	For content experiment, generate multiple content variations taking into consideration the Design Guidelines and the set constraints. 1. Test to Variation generation. 2. Preview the generation 3. Adjust the generation by iterating on the initial text.	Support Experiment owners in variation ideation.	2027	?	0.4	70	40	0.5	1	560.00	560.00 LOW	
Minimize the negative end user impact	Continous Improvments	Traffic Lanes	Lanes exclusions for failed experiments	Some end users experience multiple failed experiments consecutively lowering their customer satisfaction	If a user has been allocated to a negative variant multiple time, he wil be excluded from Experimentation for a certain amount of time.	Reduce the bias behaviour and the negative impact to the unfortunate users.	2027	S	0.2	70	50	0.8	1	560.00	560.00 LOW	
Platform Improvements	Continous Improvments	Platform Monitoring	Experiment platform dashboard v2	The platform lacks proper KPI measurements and experimentation lifecycle management, which leads to features being developed & measured mostly on qualitative metrics.	Create an Experiment Dashboard where we can monitor: 1. The Experimentation Lifecycle time 2. The Experiments metadata such as: (Segmenetations, Traffic Allocation, Product Areas tested, etc.)	Improve Experimentation overall monitoring	2026 Q1	S	0.2	50	40	1	1	400.00	400.00 FIT	
Platform Improvements	Continous Improvments	Platform Monitoring	Experiment platform dashboard v2.1	The platform lacks proper KPI measurements and experimentation lifecycle management, which leads to features being developed & measured mostly on qualitative metrics.	Create an Experiment Dashboard where we can monitor: 1. The Experimentation Lifecycle time 2. The Experiments metadata such as: (Segmenetations, Traffic Allocation, Product Areas tested, etc.)	Improve Experimentation overall monitoring	2026 Q4	S	0.2	50	40	1	1	400.00	400.00 EXTRA	
Raise experiments bar	Agentic	Foundations for Automations & Agentic	Hypothesis generator	Experiment owners hardly leverage past experiments insights into the new hypothesis due to the complexity of searching and aligning learnings with their goals.	An agent should support the user when they create a new experiment with hypothesis suggestions and what to experiment based on their objectives and area they want to experiment.	Support Experiment owners to create valuable experiments assisted by the past experiments AI Knowledge.	2027	L	0.4	60	30	0.5	1	360.00	360.00 LOW	
Raise experiments bar	Agentic	Automations & Agentic	Conversational experiment configuration	Experiment owners rarely configure experiments for specific audience and lower traffic.	Support the Experiment Owner to configure the experiment by setting up the segmentation, necessary traffic percentage and exposure event. Features: 1. Provide information the different experiment configuration. 2. Free text segmentation to configured segmentation. 3. Traffic % allocation and lane allocation suggestion.	Support Experiment owners to configure experimentats minimizing the traffic space and maximizing the possible valuable and learnings of an experiment.	2027	S - with AI Infrastructure in place	0.4	80	20	0.5	1	320.00	320.00 LOW	https://aniv.org/html/2504.09723v1
Platform Improvements	Continous Improvments	Platform Improvements	Form redesign	Experiment owners find it difficult to discover and configure experiment settings as the creation form has become cumbersome to navigate due to platform feature growth.	We need a redesign of the Experimentation form to improve the User Flows as the Experimentation engine has increased in complexity	Improve the user flow and discoverability of the features	2027	XS	0.2	100	20	0.8	1	320.00	320.00 MEDIUM	
Platform Improvements	Continous Improvments	Foundations for Automations & Agentic	Singularity Exp Bot Dashboard	The platform lacks a monitoring dashboard for their Conversational Bots	Create a monitoring dashboard of the Singularity bot to monitor how well the bot responded. + Benchmark	A dashboard from where we can monitor the answers and the bot quality and take insights for future improvements.	2026 Q3	S	0.2	40	40	1	1	320.00	320.00 EXTRA	
Minimize the negative end user impact	Continous Improvments	Gradual experiment rollouts	Gradual experiment ramp up	Experiment owners lack automated controls for gradual experiment ramp up, forcing them to either launch to full populations immediately or manually adjust traffic daily without proper monitoring mechanisms.	Implement a mechanism that allows Experiment Owners to gradually ramp up an experiment until the full set population 1. First few hours run an A/A to check the experiment health 2. Next few hours ramp up the test to 25% to check the experiment health and the variant kpi health. 3. Next few hours ramp up the test to 50% to check the experiment health and the variant KPI health 4. Next few hours ramp up the test to 100% to check the experiment health and the variant KPI health	Reduce the possible negative impact of a negative or buggy experiment	2027	XS	0.2	60	40	0.5	1	240.00	240.00 LOW	
Raise experiments bar	Institutional Memory	Foundations for Automations & Agentic	Fullstory Session Tracking Integration	Experiment owners don't leverage the session trackings information when they take Experimentation decisions.	Extract the users sessions information for Agents. Can be a direct integration, Vector DB or an MCP server.	Enhance the Agents knowledge also with the user session tracking analysis	2027	M	0.6	30	20	0.5	1	180.00	180.00 LOW	
Reduce experimentation time to run	Continous Improvments	Platform Improvements	Combinatorial variant generator	Experiment owners spend time manually creating all variant combinations when configuring multi-variate experiments with multiple feature flags, which is time-consuming and error-prone.	For MVT where there are multiple Feature flags set, generate all varaint combinations of feature flags. Eg, FF1=FF2 Var1: FF1=T; FF2=F; Var2: FF1=F; FF2=T; Var3: FF1=T; FF2=T;	Reduce the time configure an experiment	2027	XXS	0.2	50	10	1	1	100.00	100.00 LOW	
Strategic	Co. Table Stakes	Adobe Marketing Tech Integration	Campaing Experimentations with AJO & Exp platform - MVP	Experiment owners are running campaigns with Experimentation platform eventhough it is not meant for campaigns while AJO is not really good for running proper experiments.	Build an End to End Users journey to run Campaigns, experiment and learn from them using AJO and Experimentation platform. It includes learning and integrating	Users will be able to run proper Campaigns	2026 Q3	S	1	80	80	0.8	1	5120.00	5120.00 EXTRA	
Strategic	Co. Table Stakes	Adobe Marketing Tech Integration	Campaing Experimentations with AJO & Exp platform	Experiment owners are running campaigns with Experimentation platform eventhough it is not meant for campaigns while AJO is not really good for running proper experiments.	Build an End to End Users journey to run Campaigns, experiment and learn from them using AJO and Experimentation platform. It includes learning and integrating	Users will be able to run proper Campaigns	2026 Q4	S	1	80	80	0.8	1	5120.00	5120.00 EXTRA	
Raise experiments bar	Agentic	Foundations for Automations & Agentic	Experimentation Agent -MVP				2026 Q2	S						#DIV/0!	0.00 EXTRA	