

| 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-Page 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)<br>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 independently  | 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:<br>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:<br>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:<br>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:<br>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 & 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 & 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, Arrangement, Buttons without the need of Engineering or little need but keeping in the alignment of Express Design Guidelines.<br>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, Arrangement, Buttons without the need of Engineering or little need but keeping in the alignment of Express Design Guidelines.<br>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.                             | 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.  | Scale the Experiments that can run simultaneously in the same area reducing the conflicts.  | 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 don't know which lanes are available to avoid conflicts.  | Implement a logic for the Traffic Lanes to avoid Experimentation conflict such as running on the same Product area, KPIs, etc.  | 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.   | 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.  | Scale the Experiments that can run simultaneously in the same area reducing the conflicts.  | 2026 Q4 | S  | 0.8               | 100          | 60     | 0.8   | 1      | 3840.00    | 3840.00 EXTRA |              |             |               |                   |
| 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.<br>Also, make this consumable by Agents  | Expand Segmentation capabilities and reduce the performance issues due to APS, UDC and other slow services.<br>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 Experiments.<br>1. This can extract information from the experiment Bank knowledge<br>2. Offer information about overall experiments results<br>3. Experiment 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                 | 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 to 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 unsuccessfull 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 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:<br>1. What is the traffic source distribution on my experiment variants<br>2. What the traffic distribution based on country on my variants<br>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 | Continuous 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 | Continuous 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 | Continuous 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.<br>1. Text to Variation generation.<br>2. Preview the generation<br>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 | Continuous 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                 | Continuous 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:<br>1. The Experimentation Lifecycle time<br>2. The Experiments metadata such as: (Segmentations, 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                 | Continuous 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.   | Only with data that we have<br>Create an Experiment Dashboard where we can monitor:<br>1. The Experimentation Lifecycle time<br>2. The Experiments metadata such as: (Segmentations, 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.  | 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.<br>Features:<br>1. Provide information the different experiment configuration.<br>2. Free text segmentation to configured segmentation.<br>3. Traffic % allocation and lane allocation suggestion.   | Support Experiment owners to configure experiments 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    |
| Raise experiments bar                 | Agentic                | Continuous 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                   | 2027    | XS                                  | 0.2 | 100 | 20  | 0.8 | 1 | 320.00  | 320.00 MEDIUM |
| Platform Improvements                 | Continuous 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  |
| Raise experiments bar                 | Continuous 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<br>1. First few hours run an A/A to check the experiment health<br>2. Next few hours ramp up the test to 25% to check the experiment health and the variant kpi health<br>3. Next few hours ramp up the test to 50% to check the experiment health and the variant KPI health<br>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    |
| Minimize the negative end user impact | 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    | Continuous 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 variant combinations of feature flags.<br>Eg. FF1: FF2<br>Var1: FF1=F; FF2=F;<br>Var2: FF1=F; FF2=T;<br>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    |