This case study at Yahoo all starts with Jim Stoneham who was General Manager and in charge of community groups that included Flickr and Answers. His primary focus was with Yahoo! Answers. The Yahoo answers was one of the largest of its kind with 140 million monthly visitors and 20 million active users that were answering questions in twenty different languages. Even with all this traffic their user growth and revenue had flattened with user engagement scores declining. Jim saw many ways to tweak the application that would make the Q&A community better, however when dealing with the human behavior he felt that quick iterations and testing to see what clicks with people would be the best approach. In order to accomplish this Yahoo needed to go to more frequent releases at least twice per week all while running large rapid iterative feature testing. The key to all of this is having a fast feedback loop to know the changes you are making to the application are keeping you on track to meet your goal. Stoneham had noticed if experiments are not performed frequently the focus of daily work is really on the feature, they are currently working on rather that customer outcomes. Now that Yahoo has implemented these practices their monthly visits increased by 72%, more user engagement and doubled their revenue. Learning what your users like and don’t like and adapting your application to this can drastically help your user experience and gain you more active users and increase revenue.