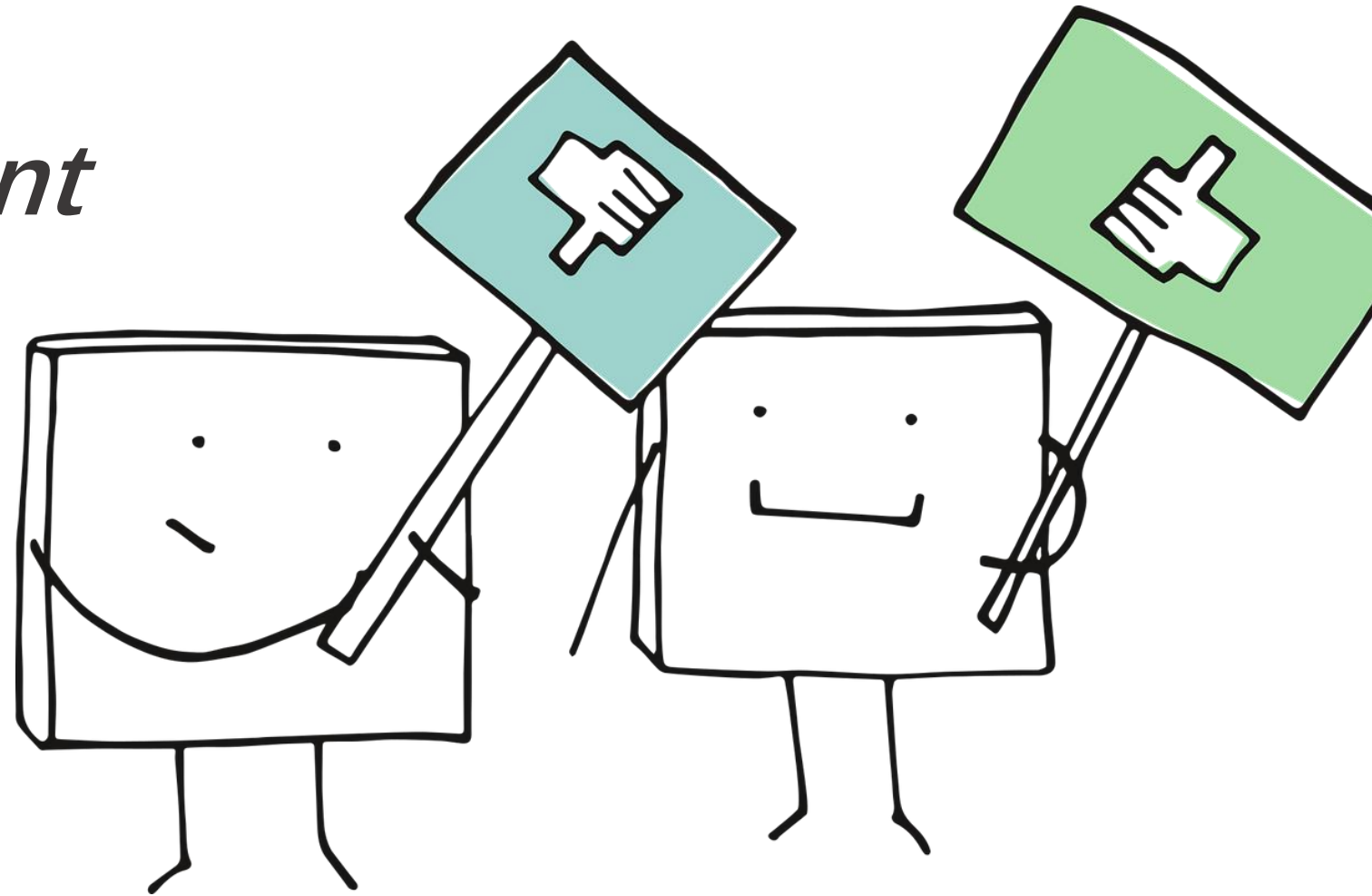


Avoid Experiment Pitfalls..

There are many things to consider when performing experiments.



Once the topic is
completed and approved,
learners will be able to...



**Recognize what to avoid during the experiment and master the skill of
the leadership**



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In this lesson, we will learn...

What things you need to avoid during the experiment?





Time Trap



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Analysis Paralysis

- Schedule your work on the analysis.
- Avoid discussions about opinion.

RIGHT

RIGHT

Incomparable Data/Evidence



Use a test card. Create a test subject, experiment context, and precise metrics.



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Weak Data/Evidence

Don't believe in everything!



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Confirmation Bias



Create competing hypotheses to challenge your own beliefs.



Too Few Experiments



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Failure to Learn and Adapt

- Take the time to analyze the results and adjust the idea.

Outsource Testing When you outsource

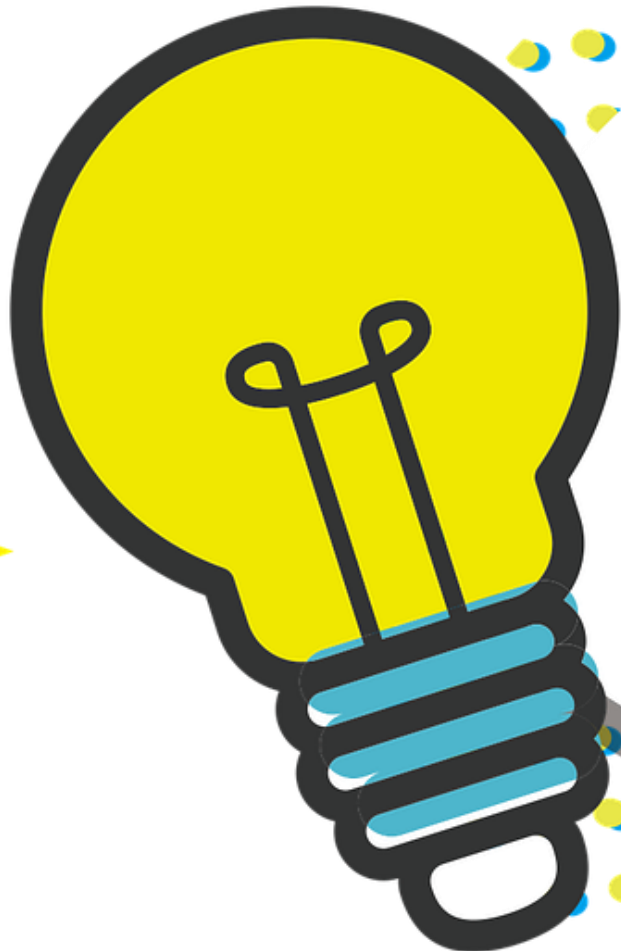
- Create a team of professionals testers.



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Conclusions



If you have these notes in mind while performing the experiment, you are **less likely to make a mistake.**

That way, you will be closer to realizing your idea.



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