Experimentation with Zero UI

Enablers in Zero-Risk environments

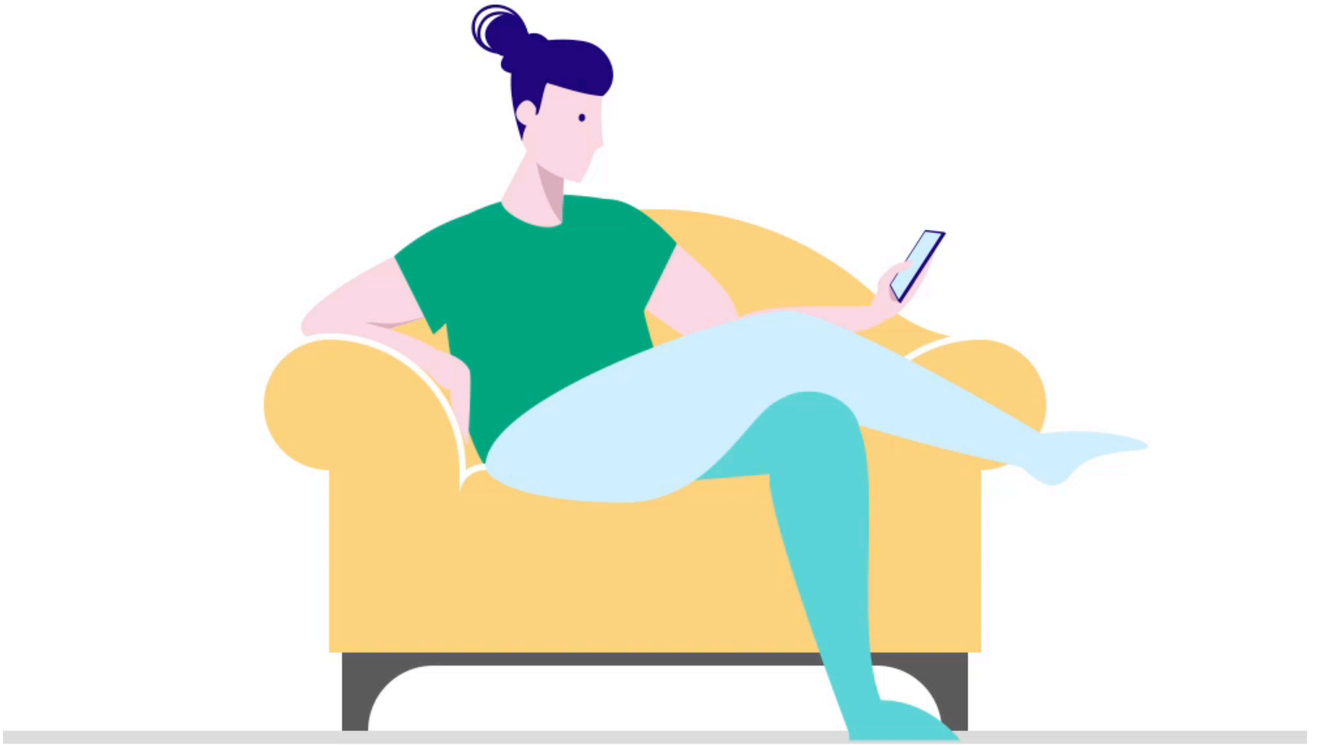
Tugberk Duman
Head of Innovation

futurice

@tugberkdmn

"Convenience is the commodity that matters most to our generation."

-Hassan Minhaj



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A case for experimentation: Airports’ capacity by 2036

It is projected that the demand for the air travel will be doubled by the year 2036.

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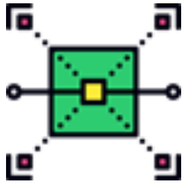
Experimentation in zero-risk environment

The recipe

Start with the most convenient experience

Take the process and remove all the non-essential steps of the experience



Set scalable KPIs and find a single touchpoint where you can validate it

Experimentation should help you build your business case. Once you set the KPIs, look for a single touchpoint that relatively low risk, minimum distributed ownership.

Give ownership

You need to win both the employees and the customers' heart.

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"The app is easy to use, fast and reliable. Would like to use it in the future, especially if it is integrated to our systems."

- Tiia, Check-in agent

A successful experimentation is the
one that solves uncertainties.
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