HOW TO DRIVE BEHAVIOR CHANGE BY INTEGRATING RESEARCH & PRODUCT.

By Thor Ernstsson, CEO at Alpha
Hello, I’m Thor.
We’re all competing to give users what they want.
But what users did yesterday may not be what they do tomorrow.
To drive behavior change, you need to be able to run experiments on users.

- Continuously so you get **more shots on goal**
- At scale so you see **recurring patterns**
- Throughout the entire lifecycle so you can be **agile**
Lessons learned scaling on-demand experimentation across startups and F100s...
Measure perception of value.

- Go beyond Net Promoter Score with a comprehensive set of metrics
- Replace non-actionable questions with comparative insights
- Capture reactions to create a reliable data set
• High-fidelity experiences trigger **authentic reactions**
• In fake scenarios people do **fake things**
• Capture as many **perspectives** as possible
Accelerate iteration cycles.

- More experiments means more shots on goal
- Faster iterations means mistakes don’t matter
- Continuous learning means continuous innovation
When you combine these concepts while integrating research and product, you unlock the ability to drive behavior change.

Perception of value  
Make it real  
Faster iterations
Follow Alpha for more resources on agile research

- Medium.com/PMInsider
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Thanks!