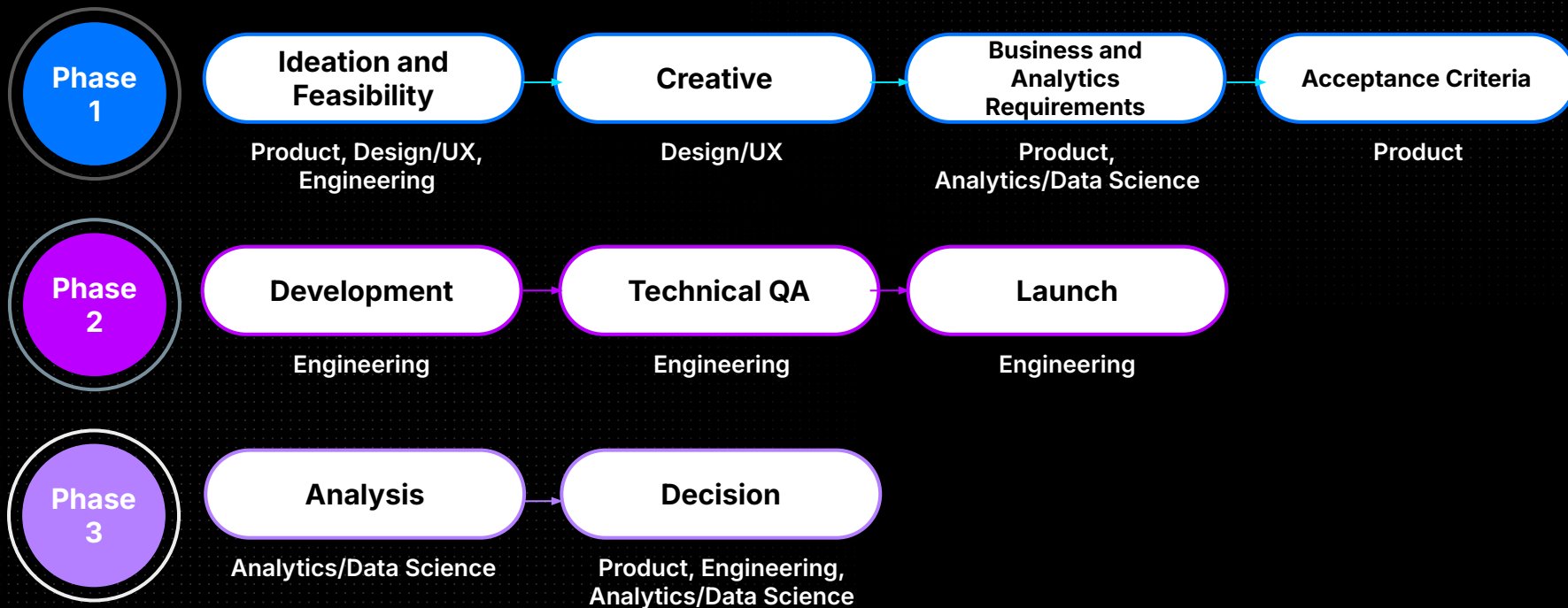


Experimentation Workflow & RASCI Template



Experimentation Workflow

Phased approach - Collaboration is key to success

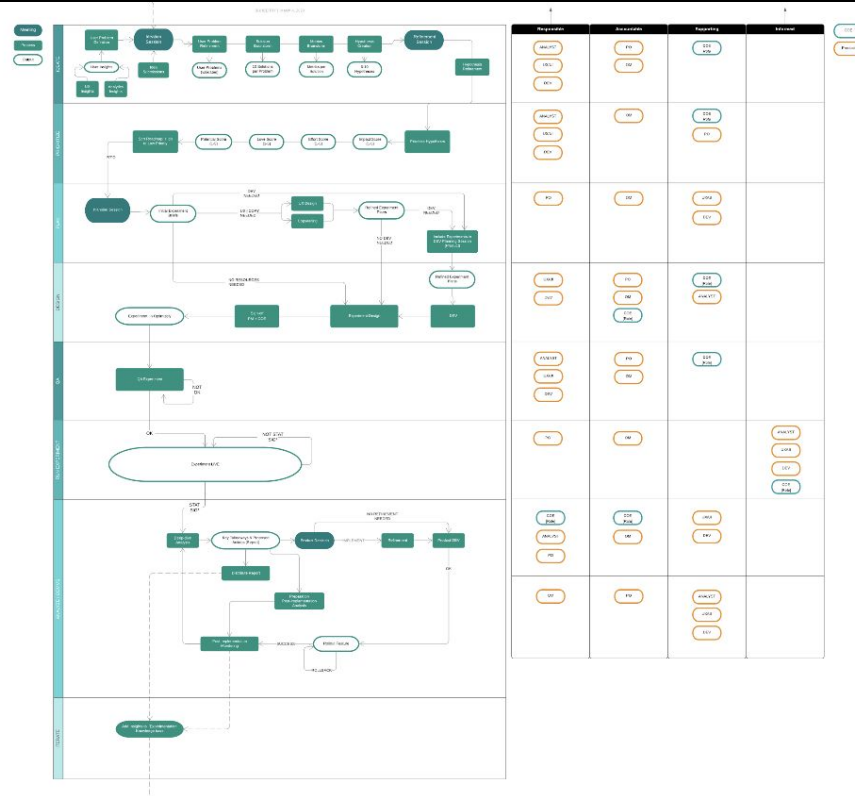


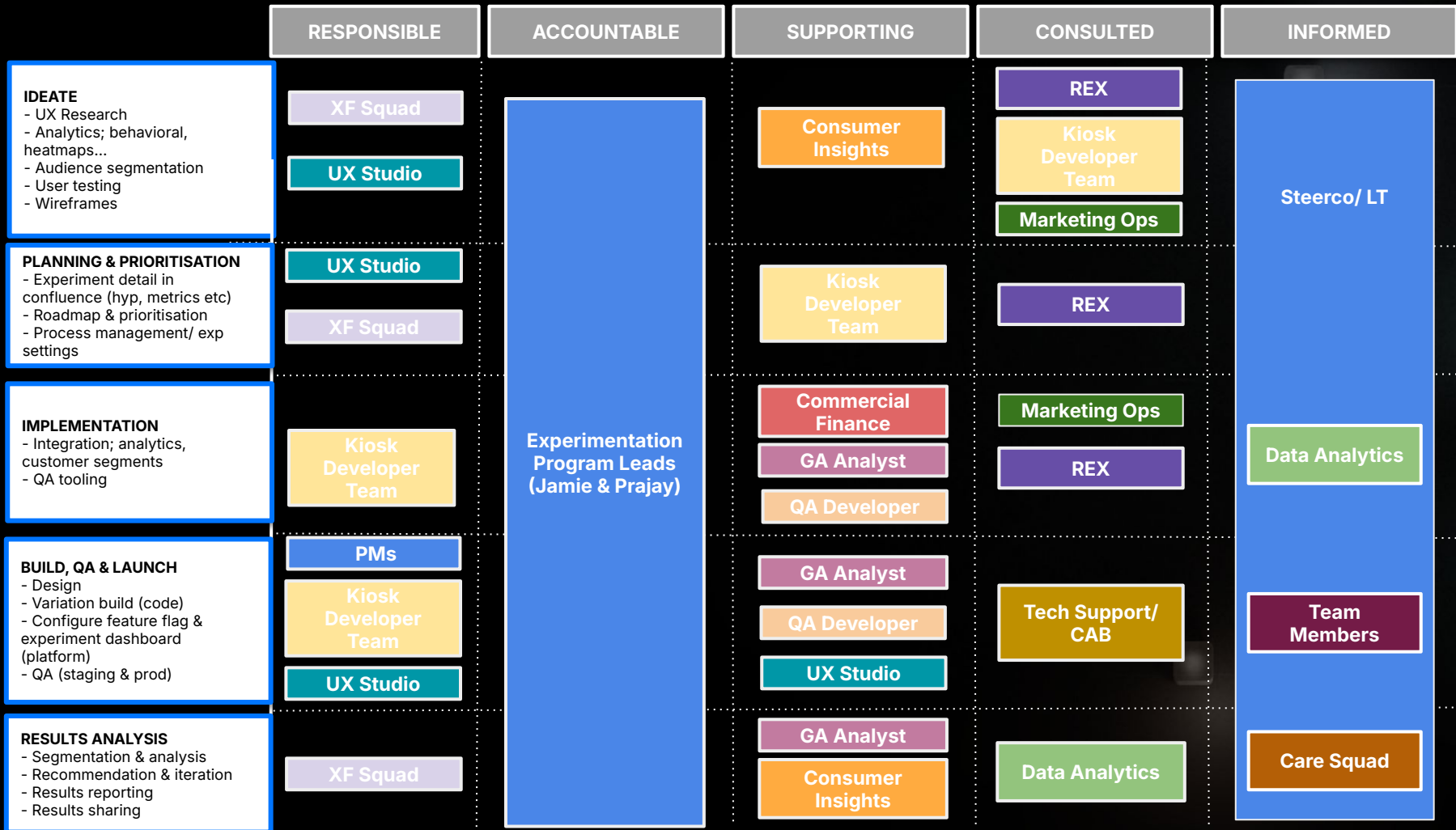
Experimentation Workflow Example

Workflow & RACI

Example for CoE structure

- Includes *all stages* of Experimentation cycle;
- Outlines roles & responsibilities per experimentation stage;
- Can be used to outline workflow V1, and identify potential inefficiencies
- See workflow [here](#)





Experimentation Program Leads

Jamie and Prajay overseeing and driving the experimentation program

SteerCo/LT

Monthly leadership team meetings who need to be informed

XF Squad

Cross functional squads (Jamie, Prajay, Morgan, Shammers, Terry, Ivan) heavily involved in day to day

UX Studio

UX design team (Morgan, Joanne, Michael)

Kiosk Developer

Developer team (Shammers, Terry, Other)

PMs

Product Managers responsible for setting up experiments in platforms

REX

Restaurant and menu teams who may occasionally need to be consulted

Consumer Insights

Tbc

GA Analyst

Pooja, who is responsible for GA analysis and tracking for experiments

Marketing Ops

Assets - tbc

QA Developer

Manish, who is responsible for experiment QA

Commercial Finance

Ivan, who will support financial and revenue attribution of experiments

Tech Support/ CAB

CAB (Change Advisory Board) consulted when there may be changes in the app or other

Data Analytics

Separate data team responsible for transactional data (bought it or not), tokenised data, post purchase

Team Members

Team members on site at the KFC stores, who may need to be informed that experiments are running at their stores

Care Squad

Customer Support teams who will need to be informed of kiosk experiments running