AI Variation Generator

Brainstorm and create feature variations with AI

Available in: Feature Experimentation – Enhanced, Advanced, Ultimate tiers.

Introduction

Variations are reusable groups of changes or varying variable values that you can experiment on or roll out to users.

Set them up once and instead of waiting for a deployment, Optimizely Feature Experimentation can dynamically assign variable values, so you can experiment on more versions of your application more frequently to identify your winners faster than before.
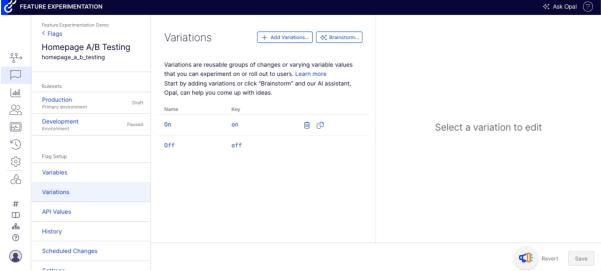
The number and the quality of variations in an experiment has a direct impact on success rates, with Optimizely's Evolution of Experimentation report showing that by testing 4 or more variations in an experiment, users achieve 11%+ higher win rates, 21%+ uplift and more than double the overall impact.

For any experimentation program, ideating variations is a time-consuming practice - but is key to driving more success.

Solution

AI Variation Generator combines Opal, Optimizely's AI assistant, and our experimentation best practices to assist with brainstorming contextualized variations based on two things: the hypothesis you are trying to test and your existing feature variables. Together, this enables you to experiment on more complex changes that can help you identify winners faster.

This feature adds to our growing list of AI supported features across the Opti stack and complements AI Variable Generator. AI Variation Generator will recommend *variable values* to form best suited variations to test.

Now you can brainstorm Variations with Opal AI

Watch the demo

[Navattic demo](Navattic-demo)

How AI Variation Generator works:

By providing AI assistance with Variation **and** Variable generation, you benefit in two important aspects of experiment ideation and creation. Opal chat can suggest **variations** to the look, feel and other parameters of the webpage, app or experience being experimented upon, plus suggest **variables** to user input parameters which will trigger the variation.

1: Open the Opal chat interface, enter the hypothesis you are looking to test, and receive suggestions for feature variations to modify when running your experiment

2: With 1-click, add some or all of the suggested variations or continue your conversation with copilot to review the suggested variable values that leverage your existing platform feature variables.

Example use cases:

- Stuck and not sure what variations to test? Get help from Opal to brainstorm ideas.
- Not sure how to best leverage existing feature variables? Get help from Opal to generate variations leveraging existing feature variables.
- Need more test ideas? Generate ideas with Opal.

Interested in any of the below? Ask Opal for help brainstorm variations to:

- Improve user engagement and conversion rates.
- Generate more leads or sales.
- Improve open-rates or click through rates.
- Maximize return on ad-spend.
- Optimize user engagement and retention.
- Increase mobile app downloads and visibility.