VOLVO

VOLVO CARS | SW CENTER

Peak Fun To Drive is now!?
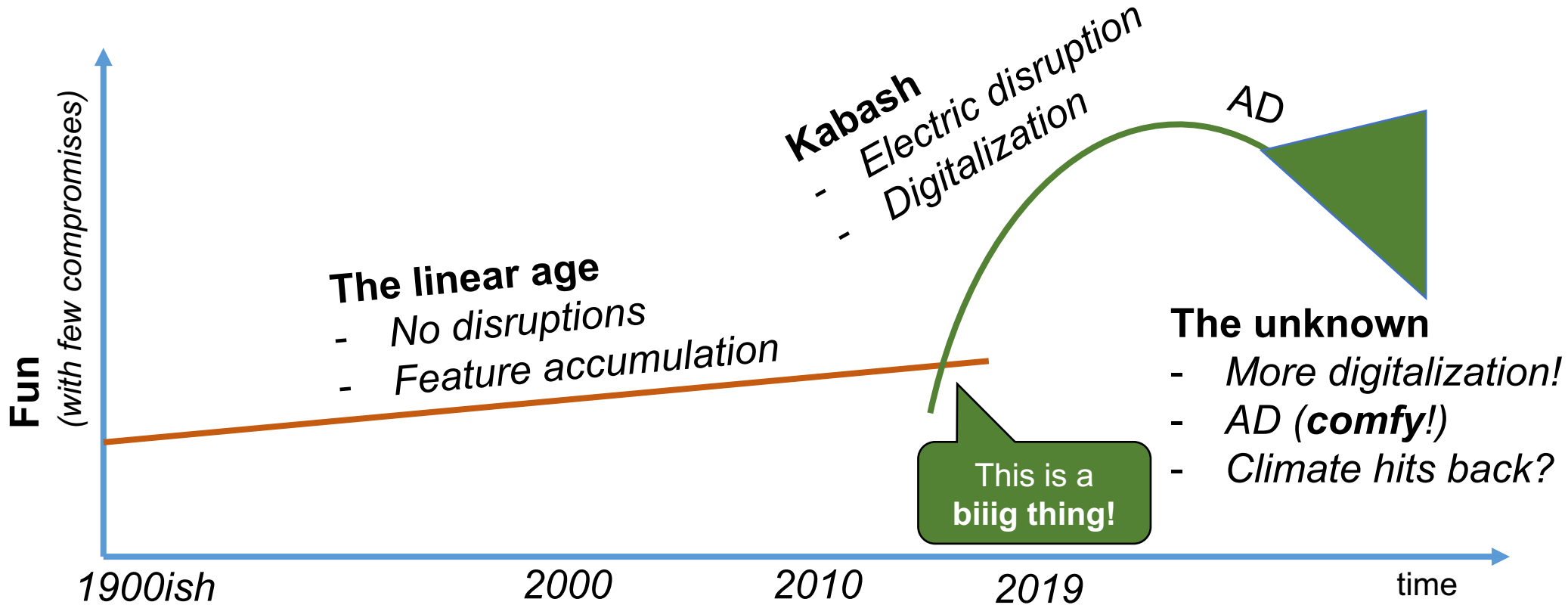
Product consequences...

- Very different from business to business!
- Yes, similarities, but copying is generally not a good option
- A modern car is not a truck, not a base station, not a smart phone (*but not too far from the smart phone*)
  - **Volume** (private customers)
  - **Platform** (mech-tech-cloud)
  - **Speed** (disruptive business)

In the walls   legacy   changing
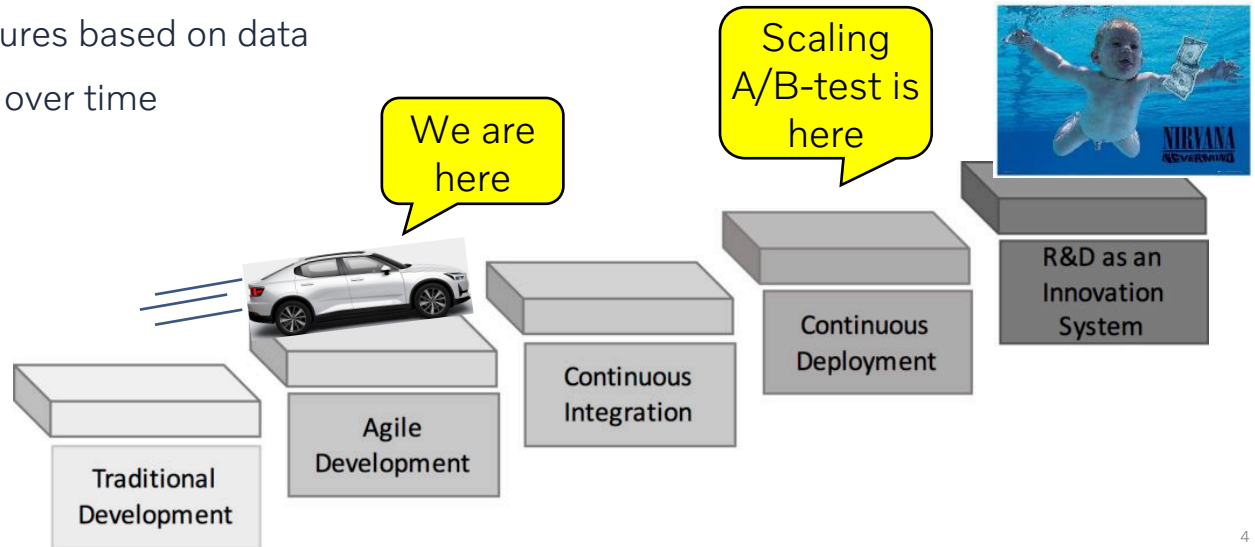
B A P O

△ BAPO

The hard part
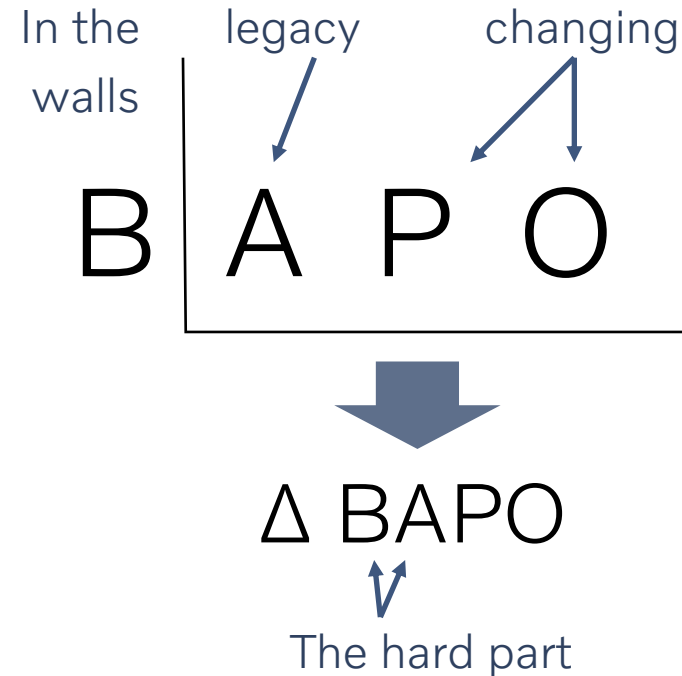
... and **WHAM** we change our whole WoW and R&D!?

Experimental methods comes with the agile transformation
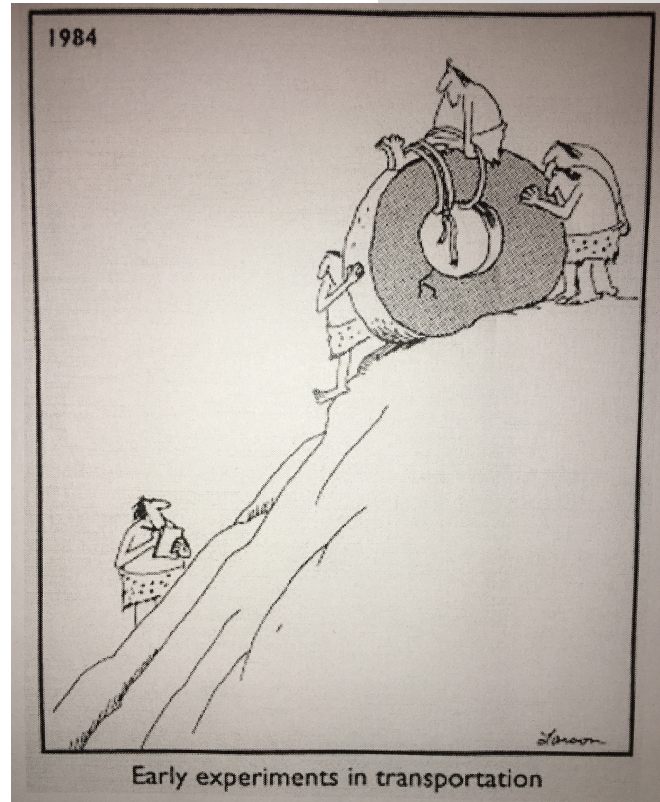
and the Continuous Integration...

- Continuous Development (XC60 → NEW XC60, *continuously* tested)
- No more "platform variants" than we can test in complete CI (<100)
- Accountable teams improving their features based on data
- Safety critical software being improved over time
- *Everyday my car experience is better*

We are here

Scaling A/B-test is here

Traditional Development

Agile Development

Continuous Integration

Continuous Deployment

R&D as an Innovation System

Experimentation...

1984

Early experiments in transportation

The A/B test Pilots – how to solve it!

How can we scientifically validate the A/B testing concept at VCC?

Follow the simple model:

1. Create a functional environment, team and ECU

2. Test the tech carefully (WICE, bootloader, software, methods, ...) on cars at VCC. Gain confidence!

3. ~~Randomly~~ select a few "test" company cars

4. Launch some minimal A/B-tests, measuring several *key values*

5. Analyze and repeat! Learn!! - - - > DevOps

Aita Khorsani – our new PhD student i A/B & Experimentation
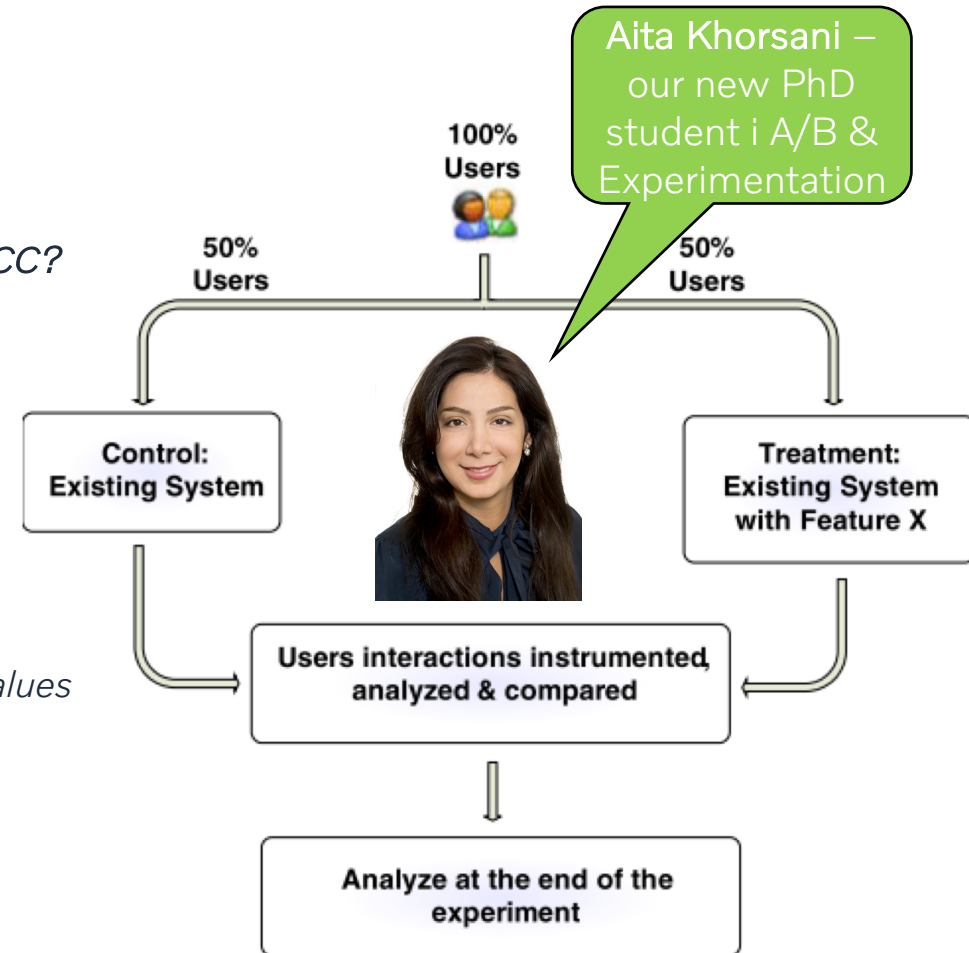
Kohavi, Ron, et al. "Controlled experiments on the web: survey and practical guide."
Data mining and knowledge discovery 18.1 (2009)

Start with the low hanging fruit...

- How many consider my feature when buying a new car?

- How many customers use my feature every day?

- Is anyone using my function at all?

Do you know the answers?

Methods to find it out:

- Customer interviews ✅

- UX studies ✅

- **Direct feature data collection** [*what actually happened there, in the customer's car??*]

Thanks
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