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COURSE BROCHURE

AI Innovation Experiment Design for Business Analysts Course

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Amsterdam

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Registered in the United Kingdom and Saudi Arabia

AI Innovation Experiment Design for Business Analysts Course

Ref: 1467_54470 **Date:** 1 – 5 November 2027 **Location:** Amsterdam **Fees:** 6200 GBP

AI Innovation Experiment Design is a 1-week training course for business analysts and product owners who must decide which AI-enabled ideas deserve investment, and it produces an AI experiment backlog with value hypotheses, success metrics and stop rules. Organisations now generate more AI ideas than they can fund, so analysts need disciplined tests that separate promising concepts from expensive guesses. Jupiter Prime Training delivers AI Innovation Experiment Design as a focused, hands-on course.

Why AI Innovation Experiment Design Matters Now

Three forces push analysts towards experimentation. Generative and predictive models make prototypes cheap, so the bottleneck has moved from building to proving value. Sponsors and finance leads ask for evidence before scaling, not slide decks. Risk owners want early signals about model errors, bias and user trust before a feature reaches customers. Teams that test assumptions with small, well-designed experiments redirect budget quickly; teams that skip this step scale ideas nobody wanted. The course frames responsible testing with ISO/IEC 42001, the AI management system standard, and the NIST AI Risk Management Framework NIST AI RMF.

Who Gains Most from AI Innovation Experiment Design

- Analysts who turn stakeholder ideas for AI features into testable assumptions
- Product owners who decide which AI concepts enter the backlog and which are dropped
- Innovation leads who run discovery sprints and report evidence to sponsors
- Process improvement specialists who trial automation ideas in live operations
- Data-literate analysts who read test results and advise on next steps

Product squads gain most when an analyst, product owner and innovation lead attend together.

AI Innovation Experiment Design Capabilities

Participants move from idea intake to evidence-based go or stop calls, using AI to speed discovery while keeping every claim testable.

- Formulate value hypotheses for AI-enabled ideas — sponsors choosing what to fund
- Design minimum viable tests with clear success metrics — product owners setting priorities
- Apply AI assistants to elicitation and process discovery — analysts shaping test scope
- Test AI outputs for accuracy, bias and drift during trials — risk owners
- Calculate sample needs and decision thresholds for A/B tests — finance and operations leads
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Communicate experiment results as scale, pivot or stop recommendations — steering groups

Key AI Innovation Experiment Design Terms

- Value hypothesis — a testable statement that a specific user group will gain a measurable benefit from an AI-enabled feature.
- Minimum viable test — the smallest experiment that produces enough evidence to accept or reject a hypothesis.
- Success metric — the measurable signal, agreed before testing, that shows whether a hypothesis holds.
- Stop rule — a pre-agreed condition under which an experiment ends early because evidence is clear or harm appears.
- Wizard-of-Oz prototype — a test in which people simulate an AI capability behind the scenes to check demand before building a model.
- Experiment backlog — an ordered list of hypotheses and tests, ranked by expected learning and cost.

AI Innovation Experiment Design Day by Day

Day 1: Ideas, Assumptions and Evidence

- AI Idea Intake Canvas — Which Concepts Merit A Test
- Assumption Mapping By Risk And Uncertainty — Testing Order
- Value Hypothesis Statements — Linking Features To User Benefit
- AI-Assisted Stakeholder Elicitation — Capturing Pains And Expectations
- ISO/IEC 42001 Intended-Use Framing — Boundaries For Early Trials

Day 2: Discovery with AI Assistants

- Process Mining Prompts For Discovery — Spotting Automation Candidates
- Requirements Drafting With Generative Models — Speed Versus Accuracy
- Output Validation Checklists — Accepting Or Rejecting Model Drafts
- Option Scoring Matrices — Comparing Build, Buy And Partner Paths
- Customer Journey Hotspots — Where AI Changes User Behaviour

Day 3: Designing the Experiment

- Minimum Viable Test Selection — Fake Door, Concierge Or Pilot Cohort
- Wizard-of-Oz Prototypes — Testing Demand Before Model Building
- Success Metrics And Guardrail Metrics — Defining Pass And Harm
- A/B Test Sample Sizing — Confidence Versus Time To Decision
- NIST AI RMF Measure Function — Tracking Bias And Error Signals

Day 4: Reading Results and Deciding

- Result Interpretation And Statistical Significance — Avoiding False Wins
- Stop Rules And Ethical Triggers — Ending Tests Early
- Scale, Pivot Or Stop Decision Trees — Sponsor Recommendations
- Cost Of Delay And Learning Value — Ranking The Next Test
- Evidence Storytelling For Steering Groups — Securing Investment Decisions

Day 5: Practising the AI Experiment Backlog

- Retail Chatbot Case Using Value Hypotheses — Applying Day 1
- Logistics Forecasting Trial Using Discovery Prompts — Applying Day 2
- Peer Critique Of Test Designs And Metrics — Applying Day 3
- Mock Steering Review Of Results — Applying Day 4
- AI Experiment Backlog With Stop Rules — Final Team Output

Applying AI Innovation Experiment Design After the Course

- Convert three pending AI ideas into value hypotheses and run one minimum viable test with agreed success and guardrail metrics.
- Present a scale, pivot or stop recommendation to sponsors using the decision tree and evidence story practised in the course.

AI Innovation Experiment Design Questions FAQ

What is AI Innovation Experiment Design and why does it matter now?

AI Innovation Experiment Design is the practice of testing AI-enabled ideas with small, measurable experiments before scaling them. It matters now because prototypes are cheap while proof of value is scarce, and sponsors expect evidence before committing budget.

Which roles gain most from AI Innovation Experiment Design?

Business analysts, product owners and innovation leads gain most. They decide which AI concepts to test, how to measure them and what to recommend to sponsors.

How does AI Innovation Experiment Design differ from AI requirements specification courses?

AI Innovation Experiment Design focuses on proving whether an idea creates value before anything is specified in detail. Requirements specification courses assume the solution is chosen and concentrate on documenting system behaviour for delivery teams.

What do you bring back from AI Innovation Experiment Design?

You bring back an AI experiment backlog for a real initiative. It ranks hypotheses, defines tests, success and guardrail metrics, and sets stop rules your squad can run in the following weeks.

AI Innovation Experiment Design: The Way Forward

The AI experiment backlog gives product squads an evidence-first route for AI ideas. Its first use is choosing which hypothesis to test next, and sponsors, analysts and product owners all read from it. After the first round of tests, revisit the guardrail metrics and stop rules, since early results often reveal unseen user behaviour and model risks.