

The 90-Day Experimentation Framework

A Structured Approach to Testing Innovation Without Breaking Your Business

The Gaming Boardroom | Pro Member Resource



When You Don't Know the Answer Yet

Innovation in casino operations isn't about having perfect answers. It's about designing disciplined experiments that teach you what works—without risking the business on untested assumptions.

This framework gives you a structured 90-day process for testing demographic transition initiatives, digital innovations, or operational changes when you're uncertain about outcomes. It's designed to:

Build board confidence

Through structured experimentation (not guessing)

Define clear success metrics

Before you start

Create learning

Regardless of whether the experiment "works"

Minimize risk

Financial and operational

Generate defensible data

For your next decision

Use This Framework When

Your board asks: "How will we attract younger customers?" or "Should we invest in [new initiative]?" and you don't have a certain answer yet.

The Framework Overview



A structured 90-day process divided into four distinct phases, each with clear objectives and deliverables.

Phase 1: DEFINE (Weeks 1-2) Clarify the question, design the experiment, set success criteria	Phase 2: EXECUTE (Weeks 3-8) Run the experiment, collect data, document observations
Phase 3: ANALYZE (Weeks 9-11) Review results, identify learnings, determine next steps	Phase 4: REPORT (Week 12) Brief stakeholders, recommend continuation/pivot/stop

The Four Core Principles

These principles guide every experiment you design and execute:

1

Small Scale, Real Conditions

Don't test in artificial environments. Use actual floor space, real customers, and live operations, but limit scope to minimise risk.

2

Define Learning Outcomes, Not Just Success

Know what you'll learn if it works AND what you'll learn if it doesn't. Both are valuable.

3

Measure What Matters Operationally

Track metrics you already understand (revenue per square foot, time on device, customer acquisition cost), not just digital vanity metrics.

4

Build Reversibility

Design experiments you can stop without major write-offs or operational disruption.

Phase 1: Define (Weeks 1-2)

Week 1: Frame the Question

Use this worksheet to clearly define what you're testing and why it matters:

Element	Your Answer
What are we testing?	[Specific hypothesis, e.g., "Younger customers will engage with skill-based slot games if positioned in a social lounge environment"]
Why does this matter?	[Business case, e.g., "Average customer age is 58; we need to attract 35-45 demographic to sustain revenue"]
What's our current baseline?	[Existing metrics, e.g., "Current 35-45 demo represents 12% of floor traffic, 8% of revenue"]
What would success look like?	[Specific outcome, e.g., "35-45 demo increases to 18% of floor traffic in test area within 90 days"]
What are we afraid might happen?	[Risk acknowledgment, e.g., "Investment in lounge doesn't generate gambling revenue; cannibalizes existing slots"]

Week 2: Design the Experiment

Complete this comprehensive checklist before proceeding:

Scope Definition:

- Physical location defined (which floor section, how many square feet)
- Time boundaries set (start date, end date, operating hours)
- Customer segment identified (age range, spending level, visit frequency)
- Control group defined (how we'll compare against existing performance)

Resource Requirements:

- Budget allocated (capital costs, operating costs, marketing)
- Team assigned (who's responsible, who's measuring, who reports)
- Technology/systems needs identified (what changes to POS, CMS, loyalty)
- Vendor/partner involvement confirmed (who's supplying what)

Risk Mitigation & Success Criteria

Risk Mitigation:

- Reversibility plan documented (how we stop if needed, what it costs)
- Regulatory review completed (compliance, licensing, RG considerations)
- Operational impact assessed (staffing, training, customer service)
- Downside scenarios quantified (worst-case financial impact)

Success Criteria:

- Primary metric defined (the ONE number that matters most)
- Secondary metrics listed (supporting indicators)
- Timeframe for evaluation (when we'll have enough data)
- Decision thresholds set (what results trigger continue/pivot/stop)

Decision Gate: Week 2 Review

Before proceeding to execution, answer these questions:

- Can we clearly explain this experiment to our CFO in 3 sentences?  / 
- Do we know what "success" looks like in measurable terms?  / 
- Have we identified what we'll learn if it DOESN'T work?  / 
- Is the maximum financial risk acceptable?  / 
- Can we stop this experiment cleanly if needed?  / 

If any answer is , refine the design before proceeding.

Phase 2: Execute (Weeks 3-8)

Week 3: Launch & Baseline

Complete this checklist before launch:

- Experiment environment operational (physical setup complete)
- Team briefed and trained (everyone knows their role)
- Measurement systems active (data collection working)
- Baseline data captured (pre-experiment performance documented)
- Stakeholders notified (board/leadership aware experiment is live)

First Week Observation Log:

Use this template daily for Week 3:

Day	Observation	Metric	Notes
Monday	[What happened operationally?]	[Key numbers]	[Anything unexpected?]
Tuesday			
Wednesday			
etc.			

Weeks 4-8: Monitor & Document

Use this weekly check-in template (repeat for Weeks 4-8):

Week [#]:

Primary Metric Performance:

- Target: [What you're aiming for]
- Actual: [What you're seeing]
- Variance: [$\pm$ %]

Secondary Metrics:

[List key supporting metrics and their performance]

Qualitative Observations:

- Customer behaviour: [What are you seeing that numbers don't capture?]
- Staff feedback: [What are team members reporting?]
- Operational friction: [What's harder than expected? What's easier?]

Adjustments Made:

[Any changes to the experiment? Why?]

Red Flags:

- Performance significantly below target (>30% variance)
- Unintended negative consequences (revenue cannibalization, customer complaints)
- Operational unsustainability (requires too much manual intervention)
- Regulatory/compliance concerns surfacing

If 2+ red flags checked, consider early stop decision.

Decision Gate: Week 6 Mid-Point Review

By Week 6, you should see directional trends. Ask:

Is performance trending toward success criteria?

✓ / ✗ /
UNCLEAR

Are operational challenges manageable?

✓ / ✗

Have we learned anything valuable regardless of results?

✓ / ✗

Should we continue to Week 12, adjust the experiment, or stop early?

Document your decision and reasoning.

Phase 3: Analyze (Weeks 9-11)

Week 9: Data Compilation

Use this results summary template:

Primary Metric:

- Target: [What you aimed for]
- Actual Result: [What you achieved]
- Variance: [$\pm$ %]
- Did we hit our success threshold? YES / NO / PARTIAL

Secondary Metrics:

Metric	Target	Actual	Variance
[e.g., Revenue per sq ft]			
[e.g., Time on device]			
[e.g., Customer acquisition cost]			
[e.g., Repeat visit rate]			

Financial Summary:

- Total investment: £[X]
- Operating costs: £[X]
- Revenue generated: £[X]
- Net result: £[X] (profit/loss)

Week 10: Learning Extraction

Complete this worksheet to capture all insights:

What worked better than expected:

- [Specific finding]
- [Specific finding]
- [Specific finding]

What didn't work as planned:

- [Specific finding]
- [Specific finding]
- [Specific finding]

Unexpected discoveries:

- [Something we didn't anticipate]
- [Something we didn't anticipate]

Operational insights:

- What was harder than expected?
[Answer]
- What was easier than expected? [Answer]
- What would we do differently? [Answer]

Customer behaviour insights:

- What did customers respond to?
[Answer]
- What did they ignore or reject? [Answer]
- What surprised us about their behaviour?
[Answer]

Week 11: Decision Framework

Next Steps Decision Matrix

Use this framework to decide what to do next:

If Results Show...	Then Consider...
Strong Success (hit or exceeded targets)	SCALE: Expand to larger floor area or additional properties
Moderate Success (hit some targets, missed others)	REFINE: Continue with adjustments based on learnings
Mixed Results (worked for some segments, not others)	PIVOT: Redesign for the segment that responded
Clear Failure (missed targets significantly)	STOP: Document learnings and move to different approach
Inconclusive (not enough data or variance too high)	EXTEND: Run additional 30-60 days to gather clearer signal



Our Recommendation:

[SCALE / REFINE / PIVOT / STOP / EXTEND]

Rationale: [Explain your reasoning based on data + operational reality]

Phase 4: Report (Week 12)

Stakeholder Briefing Structure

Use this outline for your Week 12 board briefing:

01

The Question We Tested

- What we set out to learn
- Why it mattered to the business

02

How We Tested It

- Experiment design summary
- Resources invested
- Timeline

03

What We Found

- Primary metric result
- Key supporting data
- Financial outcome

04

What We Learned

- Insights that worked
- Insights that didn't
- Unexpected discoveries

05

Our Recommendation

- Scale / Refine / Pivot / Stop / Extend
- Rationale based on data
- Next steps if approved

06

What This Teaches Us About Future Experiments

- Broader implications
- What we'll do differently next time

Risk Assessment & Quick Reference

Pre-Experiment Risk Scorecard

Rate each risk category 1-5 (1=low risk, 5=high risk):

Risk Category	Score (1-5)	Mitigation Plan
Financial (Can we afford to lose this investment?)		
Operational (Will this disrupt core business?)		
Regulatory (Any compliance concerns?)		
Reputational (What if this fails publicly?)		
Technical (Do our systems support this?)		
Team Capacity (Do we have bandwidth?)		

Total Risk Score: [Sum] / 30

Interpretation:

- 6-12: Low Risk → Proceed confidently
- 13-20: Moderate Risk → Ensure mitigation plans are solid
- 21-30: High Risk → Consider smaller scope or different approach

One-Page Summary

PHASE 1: DEFINE (Weeks 1-2) ✓ Frame the question ✓ Design the experiment ✓ Set success criteria ✓ Define what you'll learn regardless of outcome	PHASE 2: EXECUTE (Weeks 3-8) ✓ Launch and baseline (Week 3) ✓ Monitor weekly (Weeks 4-8) ✓ Mid-point review (Week 6) ✓ Document observations continuously	PHASE 3: ANALYZE (Weeks 9-11) ✓ Compile results (Week 9) ✓ Extract learnings (Week 10) ✓ Decide next steps (Week 11)	PHASE 4: REPORT (Week 12) ✓ Brief stakeholders ✓ Share recommendation ✓ Capture institutional knowledge
---	--	---	--

Remember: Good experiments generate learning regardless of whether they "succeed." The goal is not to guess right, it's to build data that informs your next decision.