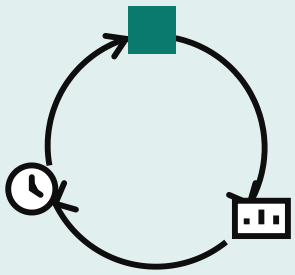
Process

Lean Startup

A process for creating products and businesses under high uncertainty through build–measure–learn cycles, starting with a minimum viable product.



Origin

Ries (2011)

What it's for

It keeps you from spending months building something nobody wants without checking first.

Phases

State the hypothesis

What you think will happen and how you will know.

Build the minimum viable product

The smallest version that lets you learn from real customers.

Measure and decide

With data, not assumptions: pivot or persevere.

How it's done

1 

Build the minimum needed to test a hypothesis.

2 

Measure how people respond.

3 

Learn and decide the next cycle.

Applications in design

When to use it

To launch a new service or product when you don't know whether anyone wants it.

Avoid

Calling something half-finished a “minimum viable product” when it lets you learn nothing.

Don’t fall for it

Measure what answers your hypothesis, not what's easy to count.

Connections

Used by

- Business design
- Product design

Related to

- Lean UX
- Prototyping
- A/B testing

Authors and works

2011	**Eric Ries**	He described the build–measure–learn loop and the minimum viable product for new companies.

Sources

Original sources

- Ries, E. (2011). The lean startup: How today’s entrepreneurs use continuous innovation to create radically successful businesses. Crown Business.

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