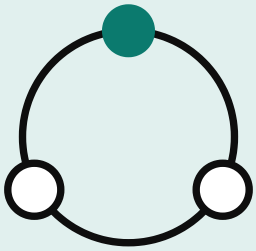
Approach

# Lean UX

An approach that applies lean ideas to digital product design: form hypotheses, build the minimum to test them and learn fast, instead of delivering long documents.



Origin
Gothelf and Seiden (2013)

## What it's for

It replaces long deliverables, which go stale before they're used, with hypotheses that are tested early.

## Principles

### Hypotheses, not requirements
Every idea is framed as something to be tested.

### Outcomes, not deliverables
What matters is what changes for people, not how many documents come out.

### One team
Design, development and business work at the same time.

## How it's done

1 ?

**Form** a hypothesis and how to measure it.

2

**Build** the minimum to test it.

3

**Learn** and decide the next step.

## Applications in design

### When to use it

In product teams that ship often and can measure.

### Avoid

Using it as an excuse not to research or document anything.

### Don't fall for it

Write down beforehand what result would prove the hypothesis false.

## Connections

**Used by**

- Product design
- UX design
- UX strategy

**Related to**

- Agile UX
- User stories
- Jobs to be done
- Lean Startup
- MoSCoW method
- Prototyping
- Shape Up

## Authors and works

| | | |
|---|---|---|
| 2013 | **Jeff Gothelf and Josh Seiden** | Brought lean principles to experience design: hypotheses, experiments and teams that learn together. |

### Sources

**Original sources**


- Gothelf, J., & Seiden, J. (2013). Lean UX: Applying lean principles to improve user experience. O'Reilly.


Last reviewed: October 25, 2026


Atlas público de diseño, de Adriana Ojeda. Texto e ilustraciones bajo licencia CC BY 4.0.