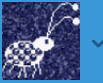




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Build Measure Learn loop and the best way of incorporating UX into the Lean Startup method by Amanda Stockwell

by  Anne Gibson 6 months ago 3 Views



Lean Startup Concepts

Entrepreneurship is everywhere.
Eliminate waste.
Innovation Accounting.
Validated Learning.
Build. Measure. Learn.
Minimum Viable Products.



Howard Frankel
@hfrankel_VT

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Amanda Stockwell of [@352inc](#) speaking on incorporating [#UX](#) into the Lean Startup method [@ForgeConf](#) [#forgeconf](#) [#pennmuseum](#)

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Everyone has a different definition of minimum viable product
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at its core, the lean startup process is the scientific method
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Observe
Question
Hypothesize
Experiment
Conclusion [#ForgeConf](#)

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Kate

@KateGattuso

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Productive morning here @ForgeConf - Learning about enhancing the MVP mindset #forgeconf

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The build measure learn loop is essentially experiment and conclusion. Build MVP, measure meaningful data, pivot or persevere #ForgeConf

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When you build you're building a minimum viable product required to learn something [#ForgeConf](#)

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Item to build - a prototype, a landing page, proof of concept, whatever you need to do to learn [#ForgeConf](#)

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Real MVP is not half baked, not a bad experience, and not necessarily code. Could be a paper prototype, a phone call [#ForgeConf](#)

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Talking MVPs with @MandaLaceyS #forgeconf [instagram.com/p/BK0qZggjHpQ/](https://www.instagram.com/p/BK0qZggjHpQ/)

 STEVE GENGLER @SGENGLER · 7 MONTHS AGO



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Good MVP, chocolate cupcake. But I don't like chocolate. 1st iteration, vanilla from grocery store. 2nd, vanilla from baker
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OK a little more description about this one. Amanda explained that her husband wanted to get her cake for her birthday but didn't know what she liked. So he didn't start buy buying full-sized giant rainbow cakes (or worse, making one), he started by buying a chocolate chocolate cupcake. That was his minimum viable product.

After the first iteration it was clear Amanda didn't like chocolate, so the next iteration of their MVP was a vanilla cupcake from the grocery store, and that was closer to the user (Amanda's) goal. The second iteration was a vanilla cupcake with

fancy sprinkles from the local bakery. The third (if I remember correctly) was with rainbow sprinkles aka "funfetti".



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What's viable to learn something? Giving me cake ingredients is not eating cake. That's not viable. [#ForgeConf](#)

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In other words even though Amanda's ideal product would've been an funfetti birthday cake, her husband showing up with oil, eggs, and cake mix was not the minimum viable product. She wanted to eat cake, not bake cake.



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Gotta say [@MandaLaceyS](#) is using some great cake-based examples here [#ForgeConf](#)

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By this point I was really hungry for cake.



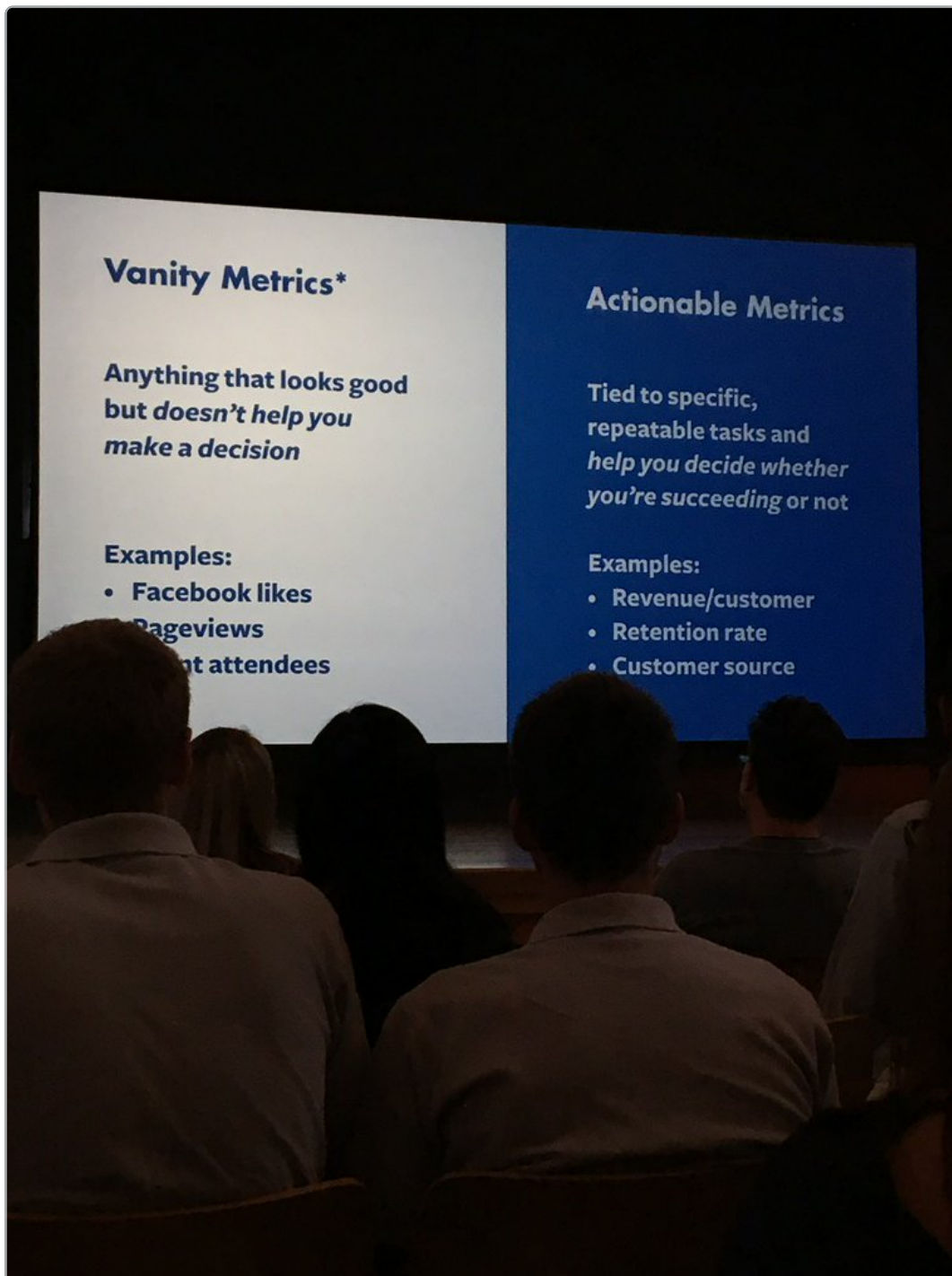
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You can measure anything, but it has to be actionable and tell you something about your business [#ForgeConf](#)

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A metric could be vanity or actionable - any metric could be either depending on context [#forgeconf](#)

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The difficulty with metrics is putting them into context so that you can learn something from them [#ForgeConf](#)

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Caveat on learning. Difficult to do analysis in a vacuum. A/B test needs a hypothesis! [#ForgeConf](#)

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"What's your hypothesis?" "An A/B test?" "NOPE".



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If you have no hypothesis, you can't build measure learn successfully [#ForgeConf](#)

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Lauren Hallden

@phillylauren

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The build-measure-learn loop is towards the end of the scientific method process. You need a hypothesis! [#forgeconf](#)

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Start with observation. You don't actually know what the problem is, you know what the client thinks it is. [#ForgeConf](#)

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We want to make sure to fully understand the problem through observation and flesh out the assumptions around it [#ForgeConf](#)

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Interviews are one way to talk to people. Diary studies or experience sampling are other ways. [#ForgeConf](#)

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What are you trying to do, how are you trying to do it, how come? Fewer expectations are better. Use 5 whys to drill down [#ForgeConf](#)

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Dscout is a mobile app for doing diary stiftles. More context into what people are doing over time. Leads to an experience map
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Make an assumption about the problem (not the solution). The cat wants a comfy place to nap NOT the cat doesn't fit in the box
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The cat is looking for a comfy place to nap NOT we should build a cat bed [#ForgeConf](#)

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MVP: bigger box. Basket you already have. Cat bed. Come up with solutions [#ForgeConf](#)

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Participatory design is getting users, designers and stakeholders in the same room to get activities that come up with solutions [#ForgeConf](#)

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Everyone sketches 6 solutions without sharing, each person decides which is their best idea with some notes [#ForgeConf](#)

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Amanda Clark

@CaptnPollyanna

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Generating solutions can only come *after* we make observations and assumptions about the problem. - [@mandalaceys](#) [#forgeconf](#)

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Sometimes it's the designer who's doing the swoop and poop. Pair people up so they sell each other's ideas [#ForgeConf](#)

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When you have to defend someone else's idea it takes much of the ego out of the conversation [#ForgeConf](#)

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Hypothesize. If we build a cat bed the cat will spend 20% less time sleeping on the keyboard so I can work more. [#ForgeConf](#)

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If we do x, then measurable thing will happen, which will result in why [#ForgeConf](#)

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Zappos tested whether people would buy shoes online by starting the website, buying shoes from macy's and sending them out [#ForgeConf](#)

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Reducing cycle time isn't the same as reducing build time. We want to come to good conclusions faster not build bad things
[#ForgeConf](#)

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Adam Phillips-Silver
@phillipssilver

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"start with think not build" - [@MandaLaceyS](#) on integrating UX into lean startup method [#forgeconf](#)

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Amanda Clark
@CaptnPollyanna

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Don't ask for permission to do user research and usability testing. Find the time and DO IT. [@MandaLaceyS](#) [#forgeconf](#)

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