

Lean experimentation

□ What is it

- Lean experimentation is a practice rooted in the Lean Startup methodology, popularized by Eric Ries. The approach focuses on the idea of rapidly validating key assumptions and solution ideas through a process of building, measuring, and learning. The primary goal is to minimize the amount of time and resources spent on developing features or products that may not meet the needs of the target users.
- The key characteristics to adhere to are:
- Hypothesis-Driven: Lean experimentation starts with the formulation of hypotheses about customer needs and how a product or feature will meet them.
- Minimum Viable Product (MVP): The most basic version of the product that allows the team to test their hypotheses with the least effort.
- Iterative Testing: Short, rapid cycles of experimentation allow for continual validation or invalidation of hypotheses.
- Metrics Focused: Actionable metrics are identified beforehand and can be captured accurately to gauge the experiment's success.
- Adaptation: After the experiment, the data is analysed to take key learnings from the experiment and adapt the product backlog and associated hypotheses accordingly to prioritise the next most valuable experiment.

□□ Key Benefits / Why is this important

- Early validation of value
- Small bets to test key assumptions
- Fast feedback on user needs

□□ Techniques supporting this practice

- Hypothesis creation
 - Test and Learn
 - Lo-fi prototyping
 - A/B testing
 - Card sorting
 - Data Analysis
-

Revision #2

Created 21 September 2023 10:58:19 by James Hall

Updated 22 September 2023 08:59:25 by James Hall