Lean Learning Loops

winning aspiration

playing space

business problem

winning solution

What Must Be True?

DEPENDENT

Our approach is highly dependent on these assumptions.
If the assumptions are not true, we will need to pivot.

assumptions closest to this corner are the ones we want to test first

KNOWN

We know these assumptions are true already due to previous experiments, experience, or learning.

UNKNOWN

We are not sure if these assumptions are true, so we need to learn more about them.

INDEPENDENT

Whether or not these assumptions are proven true, it has low impact on our solution or next steps.

1. GUESS

What are the riskiest elements of our solution — the potential barriers to success?

	Loop 1	Loop 2	Loop 3
Condition	what condition are we most worried might not be true?	what condition are we most worried might not be true?	what condition are we most worried might not be true?
Concern	why is it so worrisome?	why is it so worrisome?	why is it so worrisome?

2. TEST

What simple, fast, and frugal experiment can we run to test our "what must be true" beliefs... our conditions for success?

What minimally viable prototype can we build to elicit actual customer behavior?

What measurable result can we use to gauge the validity of our hypothesis?

Objective	what is it that we must learn?	what is it that we must learn?	what is it that we must learn?
Hypothesis	what is our testable belief? (i.e. "if we do X, Y will happen")	what is our testable belief? (i.e. "if we do X, Y will happen")	what is our testable belief? (i.e. "if we do X, Y will happen")
Prototype (MVP)	how will we test our hypothesis?	how will we test our hypothesis?	how will we test our hypothesis?
Impact	what target measure will be our standard of proof?	what target measure will be our standard of proof?	what target measure will be our standard of proof?

3. Learn

How well did our experiment work?

What key insights did we gain?

What will be our next iteration?

Results	what actually happened?	what actually happened?	what actually happened?
Explanation	what explains the results, if different from expected?	what explains the results, if different from expected?	what explains the results, if different from expected?
Insights	what was our biggest surprise? what new things did we learn?	what was our biggest surprise? what new things did we learn?	what was our biggest surprise? what new things did we learn?
Decision	what is our next iteration: kill, pivot, or persevere?	what is our next iteration: kill, pivot, or persevere?	what is our next iteration: kill, pivot, or persevere?