Lean Startup Approach: Build, Measure, Learn

A keynotes takeaway in the Agile 2016 Conference from Amanda Stockwell's presentation "Build, measure, learn."

To ensure a successful lean startup, you must have a user centered design (UCD), ask questions, determine the hypothesis (set desired results), experiment, record your findings, and document your end results. Keep your experiments small with meaningful measurements. Eliminate vanity metrics, metrics that look good but mean nothing. Instead, use actionable metrics that help you assess progress and make decisions. As you start learning, determine if you need to pivot or continue your process because you are showing meaningful results.