**Build Measure Learn Cycle – Template**

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| **1. Build the ‘minimum viable product’, or simplest version possible of the product, with only enough features to satisfy early customers and allow for feedback. It may be a blueprint, wireframe, or a functional prototype.** |
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| **2. Establish what needs to be learned or validated about the product. This could include information about product features, pricing, or distribution channels.** | |
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| **2.** | Click or tap here to enter text. |
| **3.** | Click or tap here to enter text. |

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| **3. Evaluate the responses of customers for each of the identified areas of learning or validation. This may be undertaken quantitatively, qualitatively, or using a blended approach.** | |
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| **2.** | Click or tap here to enter text. |
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| **4. Collected data is analysed and beneficial changes or adaptations are identified. These can range from fine-tuning the product to radical alterations.** | |
| **1.** | Click or tap here to enter text. |
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| **5. A modified version of the minimum viable product is given to customers to obtain feedback for the identified areas of learning or validation. On the basis of this feedback, further changes to the minimum viable product are identified or the cycle is terminated.** | |
| **Further changes required** | **Terminate cycle** |