



Build Measure Learn Cycle

The purpose of this technique is to support product development by bringing new products to customers faster and ensuring that organisations are building things that customers want and are willing to pay for. Often during the product development process, months or years can elapse prior to their introduction to customers. It is rare too that customers are consulted during this process, resulting in uncertain acceptance of the product. The Build Measure Learn approach was developed in response. The component activities of 'build', 'measure', and 'learn' form a loop which is executed as swiftly as possible with the intention of maximising what the organisation learns. For example, an initial mock-up is developed and immediately presented to customers for feedback. Based on this feedback, the initial product concept can be augmented or modified to more thoroughly meet customer requirements and confirm market acceptance.

Using 'Build Measure Learn Cycle'

Step 1: Build. During this step, the minimum viable product (MVP) is developed. This is the simplest version of the product that can be built and shown to customers. It may take various forms, ranging from a blueprint, to a wireframe, to a working prototype.

Step 2: Metrics are determined in order to establish what needs to be learned or validated. This could include information about product features, pricing, or distribution channels.

Step 3: The response of customers is measured either through qualitative methods, such as interviews, quantitative methods including usage figures, or a blend of both.

Step 4: Collected data is analysed, providing direction to product developers regarding potentially beneficial adaptations. This may necessitate 'fine-tuning' the product, or a radical shift in approach.

Step 5: The product is revised and again shown to customers to obtain their feedback. The cycle begins again. The decision to terminate the cycle and launch the final iteration of the product is made once the feedback from customers is sufficiently positive.

