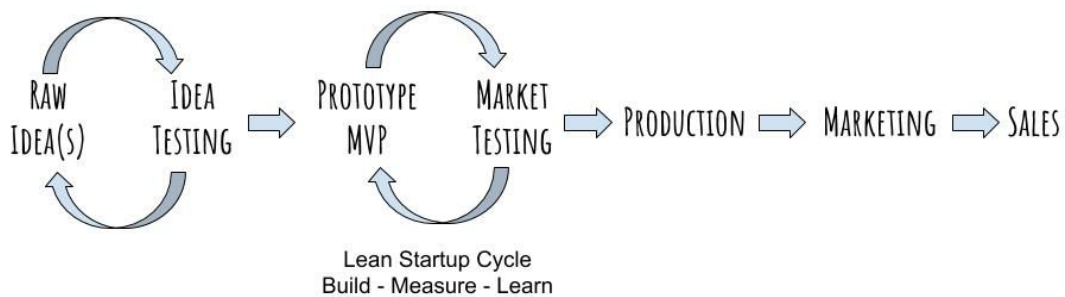# MVP: Learn

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MVP Results Analysis

Your team is ready to learn from the results of testing its MVP. This is the third element in the Market Testing step shown below.

Lean Startup Cycle
Build - Measure - Learn

This deliverable may require multiple sessions to complete. Track progress using a Kanban chart.

What You'll Be Doing

Summarizing MVP Results with Data Displays. Listing action Items based on test results.

Team Meeting

Once your team has tested its MVP, hold a team meeting to collate, interpret and discuss the results.

The following To Do tasks should go on the team's Kanban Chart:

BACKLOG	TO DO	IN PROGRESS	DONE

- Discuss initial takeaways from the MVP test experience
- Put raw data into tables (use a spreadsheet)
- If necessary, convert qualitative data to numerical data
- Keep an eye open and note obvious patterns in data
- Calculate appropriate statistics for the type of questions or activities that were studied
- Create charts to summarize stats (bar charts, line charts, pie charts)
- As a group, interpret and discuss the results
  - What outcomes were obtained?
  - What outcomes were predicted?
  - What outcomes were surprises?
  - What explains the surprises (which include not getting predicted results)
  - What are the biggest findings?

Assign tasks to team members and move to IN PROGRESS and DONE as tasks are completed.

Findings may reveal that end users don't share the same values as your team.

If a value proposition needs to change, that may call for a pivot--a significant new direction for your team or product.

A pivot can be a stress test for a startup team. Work to keep communication open, respectful and product-focused (not team member-focused). Put the business above emotions. Finding a way to move forward is for the good of the business.

The discussion is considered DONE when the team creates and places sticky notes into three columns:

  - This needs to improve--and why
  - This still needs to be figured out--what
  - This needs to go away--and why

PRESENTATION

Your team may be asked to present its findings to the whole group, following this outline:

- What we think needs to be improved and why
- What needs to go away and why
- What we haven't figured out yet--this could be opened up for group discussion
- How have our value propositions held up? Do we need to change our value propositions? (changing value propositions is called a pivot)
- Is additional testing necessary, and if so, why?

ASSIGNMENT FOR NEXT SESSION

Choose the assignment that comes next:

1. Continue to work on TO DO tasks until they are done.
2. If additional testing is deemed necessary, answer this: how will it be different than the first time? How will the Testing Protocol change?
3. Once your team has given its presentation and more testing is not the next step, members should make notes about what improvements should look like (including what should be discarded) and how this changes the MVP.