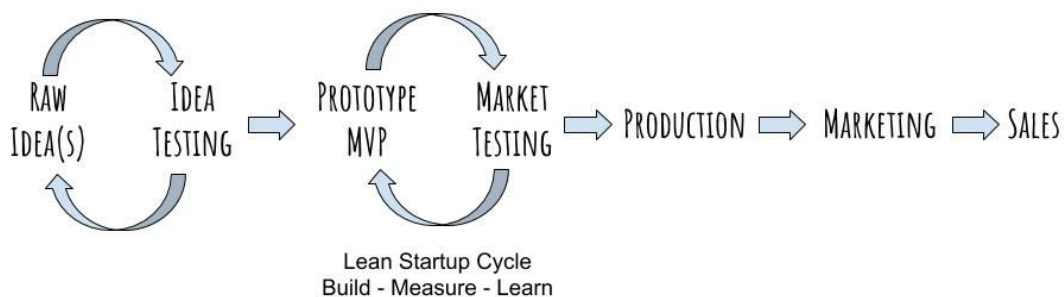# MVP: Test

With a prototype and a plan in hand, a team is ready to test end user response. This is the Market Testing step shown in the illustration.

Raw Idea(s) → Idea Testing → Prototype MVP → Market Testing → Production → Marketing → Sales

Lean Startup Cycle
Build - Measure - Learn

Testing an MVP is similar to the scientific method that involves a hypothesis, conducting an experiment and gathering results (measurements). Analyzing the results is part of the "Learn" step in the Lean Startup model (Session 10).

What You'll Be Doing

Testing your MVP using a Focus Group, Interview, Survey, or other means of gathering data.

Preparation and Materials

In Advance

Arrange to conduct a sample focus group, interview or other means of data collection as identified in teams' Testing Plans.

This assignment was given in Session 8:

For teams preparing for testing, assign relevant readings from the table.

Type of Test	Sample References
Focus Groups	• How to conduct user experience research like a professional • FOCUS GROUP PROTOCOL • Designing and Conducting Focus Group Interviews
A/B Testing	• How to do A/B Testing • 36 best practices to boost conversions
Surveys, Questionnaires	• 8 steps to conduct a new product market research survey • 10 tips for building effective surveys
Interviews	• Interview Protocol • How to conduct end user interviews
Observation	• Conducting Observational Research • Participant Observation

You may conduct prototype testing outside session hours.

If feedback is collected from end users, think about how it changes tasks on the Kanban chart.

MVP TESTING

Provide a welcome and introduction, as needed, for any guests attending today's testing session.

Teams follow their planning protocols in running separate testing exercises. Some may be focus groups, others may be interviews or online surveys. Most of the session is reserved for testing.

Monitor activities and provide assistance as needed.

If testing is planned outside this session, teams may use the time to complete requirements for earlier Deliverables or move ahead to Session 10 if testing results are already available.

DEBRIEFING

Thank any participants that were part of your testing and share your discoveries with other teams.

ASSIGNMENT FOR NEXT SESSION

Teams that have conducted their testing: review the data gathered, first performing basic 'number crunching' as needed (summarizing, calculating averages, ranking responses, etc.).

Look for patterns in the data and note any surprises. You'll talk about these as a team, but it saves time to come prepared.