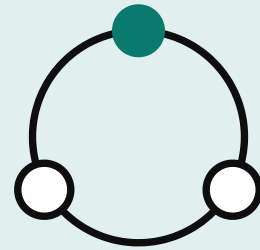


Approach

Lean UX

An approach that applies lean ideas to digital product design: form hypotheses, build the minimum to test them and learn fast, instead of delivering long documents.

Origin
Gothelf and Seiden (2013)



What it's for

It replaces long deliverables, which go stale before they're used, with hypotheses that are tested early.

Principles

Hypotheses, not requirements

Every idea is framed as something to be tested.

Outcomes, not deliverables

What matters is what changes for people, not how many documents come out.

One team

Design, development and business work at the same time.

How it's done

1

?

Form a hypothesis and how to measure it.

2



Build the minimum to test it.

3



Learn and decide the next step.

Applications in design

 When to use it In product teams that ship often and can measure.	 Avoid Using it as an excuse not to research or document anything.	 Don't fall for it Write down beforehand what result would prove the hypothesis false.
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Connections

Related to

 Agile UX	 Product design	 UX strategy
 User stories	 Jobs to be done	 Lean Startup
 MoSCoW method	 Prototyping	

Authors and works

2013	Jeff Gothelf and Josh Seiden	Brought lean principles to experience design: hypotheses, experiments and teams that learn together.
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Sources

Original sources

- Gothelf, J., & Seiden, J. (2013). Lean UX: Applying lean principles to improve user experience. O'Reilly.

Last reviewed: October 25, 2026