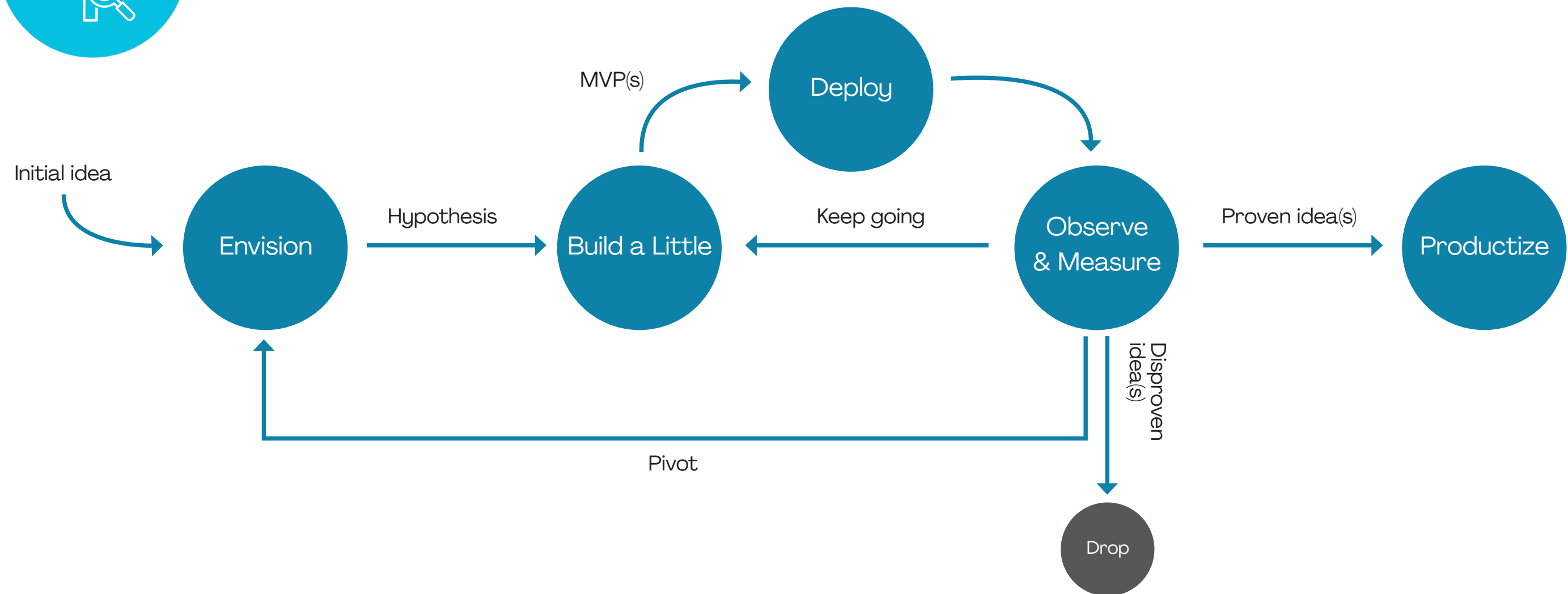# DA's Exploratory (Lean Startup) Life Cycle

Based on the concepts of Lean Startup by Eric Ries, the Exploratory life cycle strives to minimize up-front investments when developing new offerings in the marketplace in favor of small experiments to explore what customers actually want. Features of this life cycle include:

Envision—The team explores ideas and identifies one or more potential implementation strategies

Build a little—The team creates and deploys minimal viable products (MVPs) for customer or stakeholder review

Deploy—The team releases an MVP into an environment and then tests customer reaction and use.

Observe and measure—The team conducts initial testing and then reviews customer or stakeholder feedback and makes informed choices or fixes

Productize—The team moves forward or not after several cycles of building a little, deploying, and then observing and measuring

Cancel/drop—Start the cycle again

For detailed information please visit **https://www.pmi.org/disciplined-agile/lifecycle#Exploratory**

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