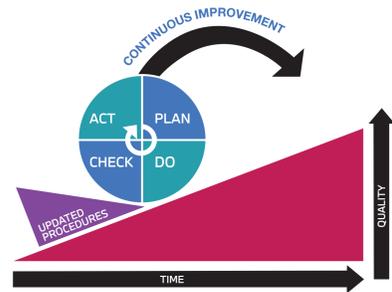
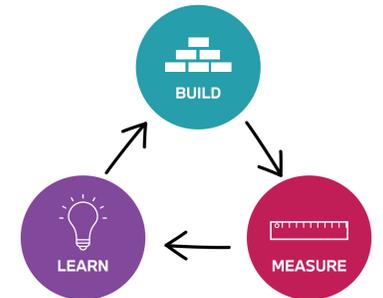


TINY EXPERIMENTS



Model contents



Plan

The "Plan" step is about defining a quality-improvement goal and creating a detailed plan to achieve it. The "Build" step is about creating a minimum viable product (MVP) or a tiny experiment. The emphasis shifts from meticulous planning to fast action to produce something tangible that can be tested.

Build

Do

In "Do," you execute the plan. In "Measure," you are immediately focused on capturing data from the thing you just "built." The action and the measurement are tightly coupled and often happen almost simultaneously.

Measure

Check

"Check" is about verifying that the results match the plan and meet quality standards. "Learn" is a broader, more open-ended step. It's about gaining insight and understanding, not just confirming a result. This is where you might discover a fundamental flaw in your initial idea and decide to "pivot" to a different strategy.

Learn

Act

In the "Act" step, you formalise the change (if successful) or modify the plan for the next cycle. In BML, the "Learn" step leads to a decision: persevere (continue the current course), pivot (change direction based on new learning), or stop (abandon the idea).

(decide)

