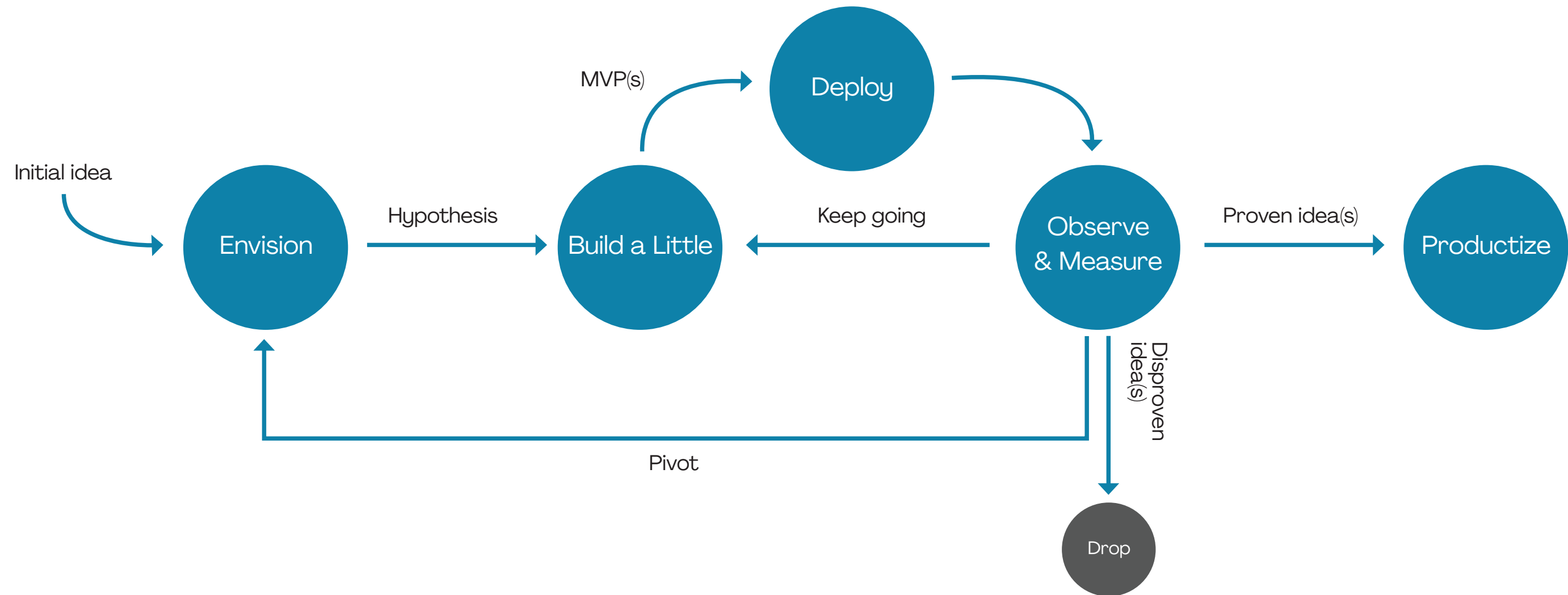




# DA's Exploratory (Lean Startup) Lifecycle



Disciplined Agile (DA)'s Exploratory lifecycle is based on the Lean Startup principles. The philosophy of Lean Startup is to minimize up-front investments in developing new offerings in the marketplace in favor of small experiments. These experiments are implemented as minimum viable products (MVPs). The idea is to run some experiments with potential customers to identify what they want based in actual usage, thereby increasing our chance of producing something they're actually interested in. This approach of running customer-facing experiments to explore user needs is an important design thinking strategy for exploring "wicked problems" in your domain.

For detailed information please visit [pmi.org/disciplined-agile/lifecycle/exploratory-lifecycle/](https://pmi.org/disciplined-agile/lifecycle/exploratory-lifecycle/)