

# Think-Make-Do is a Lean UX methodology.

Lean UX is focused around the **Think-Make-Do** cycle. This ensures that in every iteration, we carry out Think, Make and Do activities. Each iteration can also be focused around a particular cycle, but of course, the cycle itself includes Think-Make-Do as well. We eliminate uncertainty by testing the vision continuously, we work smarter by solving the right problems, we stay focused on learning effectively by starting with an MVP.

