I want to talk a bit more about what that constant feedback looks like after you've launched your MVP. It's one thing to gather feedback through user research, but it's another to turn it into valuable and actionable data that helps to form your business objectives.

 Eric Ries, who I mentioned previously, defines this product feedback loop in three components, number one, Build the product, 2 test the product and 3, improve the product.

These three things should happen continuously to form a constant loop.

First, you should build the product or feature by turning your idea into something tangible that you believe will serve your user.

Then, when you have that new feature you should test the product to measure if your users like it. You can gather that user feedback by surveys or interviews like we learned about in the last video.

Then, from that feedback you improve the product and learn from the previous mistakes. You then follow this loop every time you create a new feature for your product.

Using Feedback Loops has a few benefits. It can be a foundation of a user engagement process. Thanks to gathering feedback, you will be up to date with all the needs and complaints your users have.

These feedback Loops are also our reality checker. Some ideas and solutions might seem perfect when deploying, but in the end, it is users who decide if the changes were good. With these loops, you can find out what your clients think of the product, what points might cause confusion, or what are their favorite parts and use this information to constantly refine your product.

Take for example, a mobile app from your own organization or an organization that you follow. The app most likely looks very different from the first time you downloaded it. Anytime the app get an update, you'll see the developer list things that have changed, including bug fixes, navigation, colors or the format of the app. Those continuous tweaks are an example of a product feedback loop. These news teams have taken a product, launched it, solicited feedback, done testing and user research and have continued to iterate on the product so that it serves the users needs.

Now, think about your own products that you've launched in your newsroom. When's the last time you've solicited reader feedback on it? Have you tested new features or iterated on the current landscape?

Growing your organization depends in part on the happiness of your users. To make sure they are satisfied with your product, you need to listen and respond to their needs and requests.

At the same time, it is an easy way to manage users complaints and actively react to them. Creating a Customer Feedback Loop allows you to provide better products and experiences. Knowing exactly what your users expect, gives you an advantage over the competition.

This week's readings include resources on how to master the feedback loop and to ensure success for your MVP. Are you currently working on an MVP? Are there questions you want to answer? I'd love to hear more in the student forum or in our LinkedIn group.