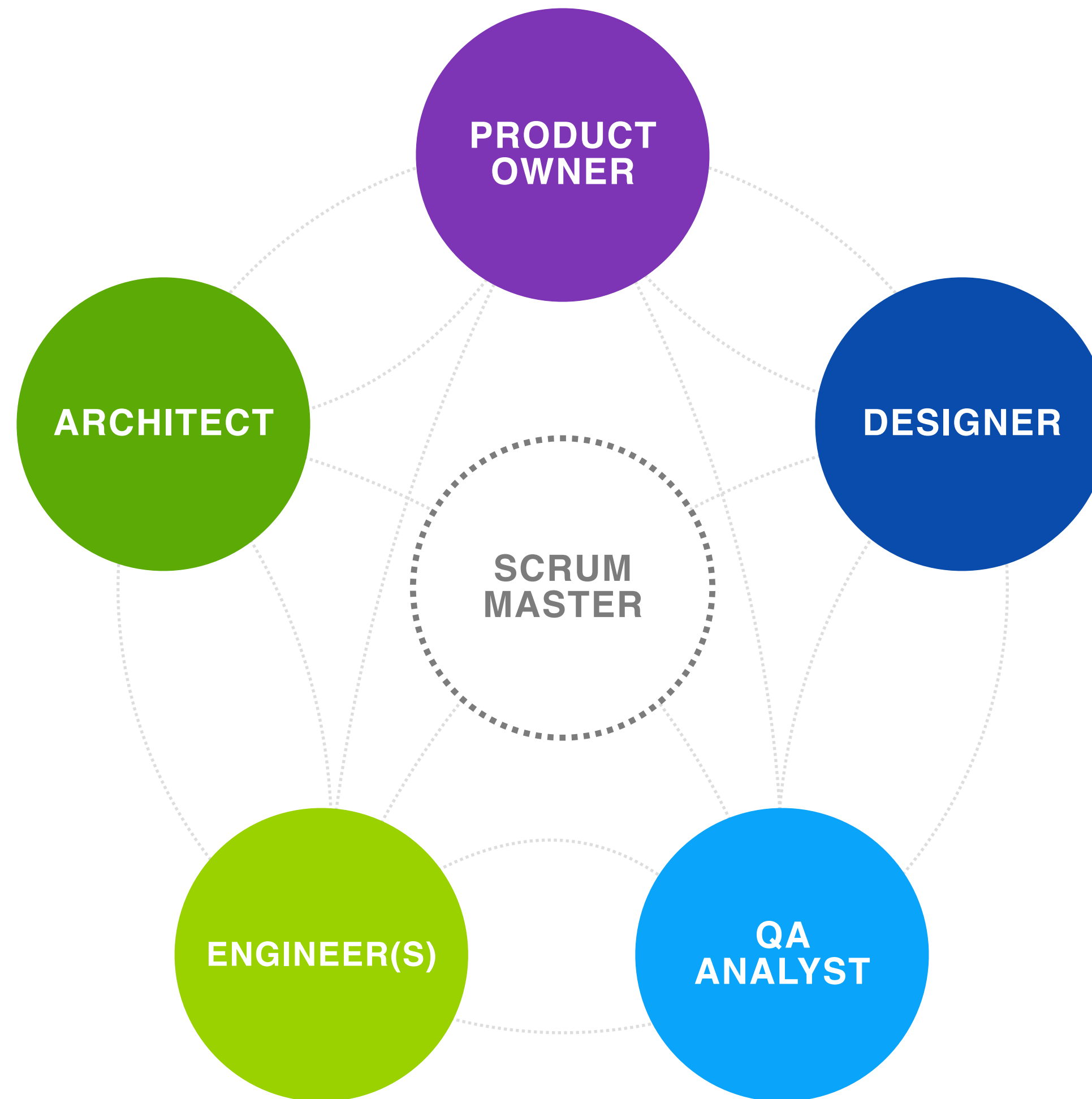# WHAT IS PRODUCT DISCOVERY?

A period of understanding user needs and experimenting with alternative solutions in pursuit of desired outcomes.

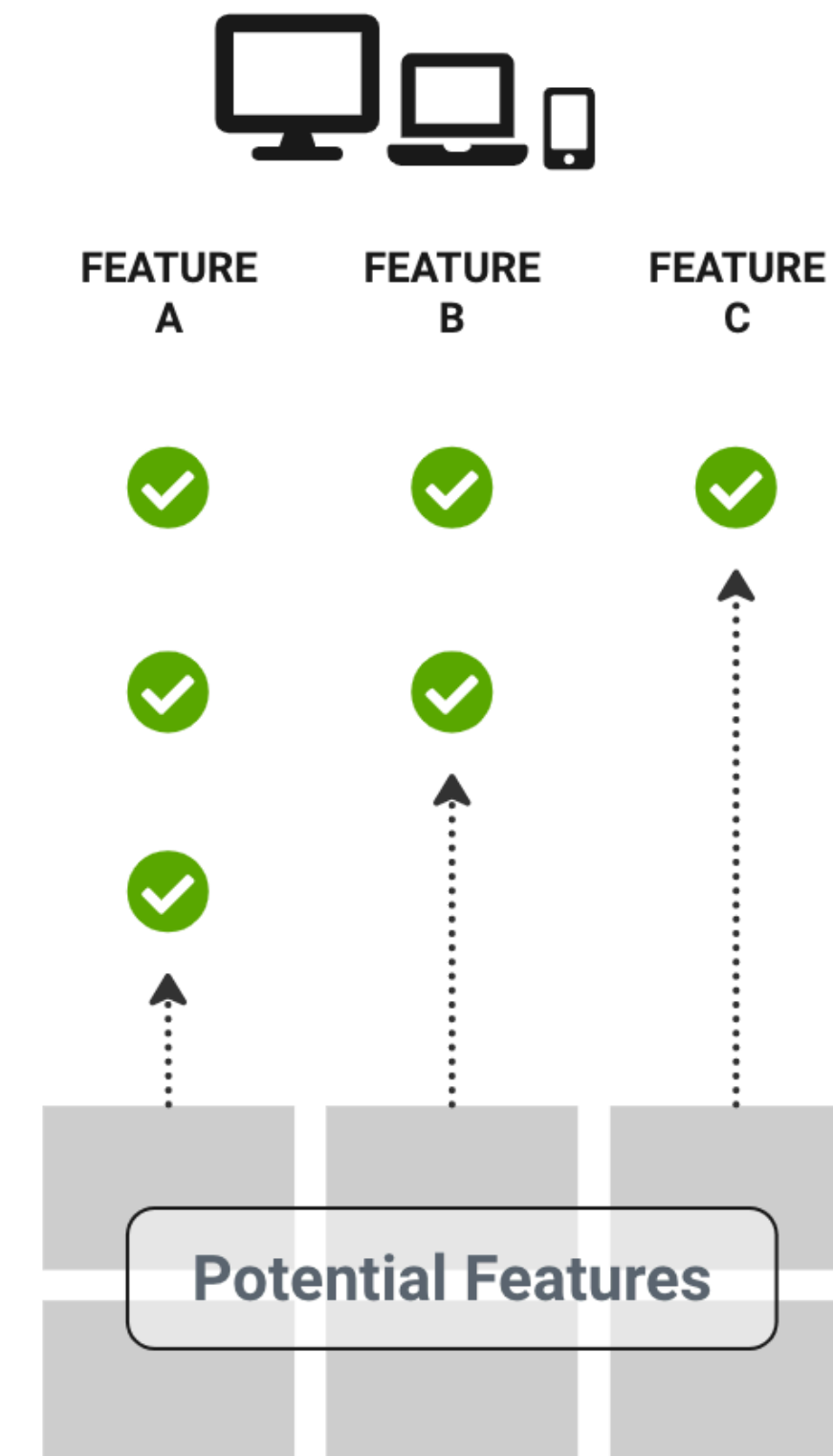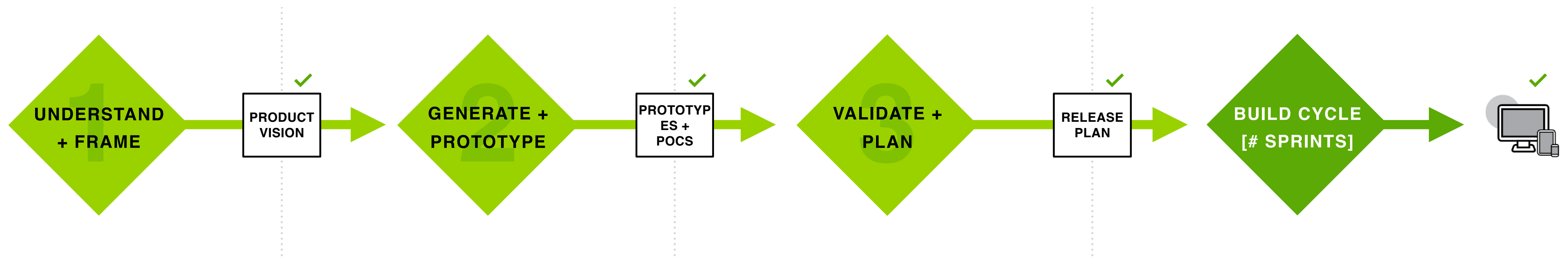# THE PRODUCT TEAM

THE RISKS

Your big idea

HIDDEN ASSUMPTIONS

Value

Do they want this?

Does the product solve a problem for the prospective users in a distinctive way

Feasibility

Can we do this?

Can this product be built and scaled, in a secure, accessible manner

Usability

Can they use this?

Can they navigate the content and consistently resolve tasks with minimal effort?

Viability

Should we do this?

Can this product create the desired business outcomes? Can the business support the product?

FEATURE A

FEATURE B

FEATURE C

Potential Features

THE PROCESS

Phase

| UNDERSTAND + FRAME | ✓ PRODUCT VISION | GENERATE + PROTOTYPE | ✓ PROTOTYPES + POCS | VALIDATE + PLAN | ✓ RELEASE PLAN | BUILD CYCLE [# SPRINTS] | ✓ |

UNDERSTAND + FRAME

GET STARTED

Discovery Workshop
D PO AR QA

GO LEARN

User Interviews
D PO

Stakeholder Interviews
D PO

Secondary Research
D PO AR QA

MAKE SENSE

UX Modelling
D

Opportunity Mapping
D PO AR QA

QUANTIFY

User Needs Survey
D PO

STRATEGIZE

Product Vision
D PO AR QA

GENERATE + PROTOTYPE
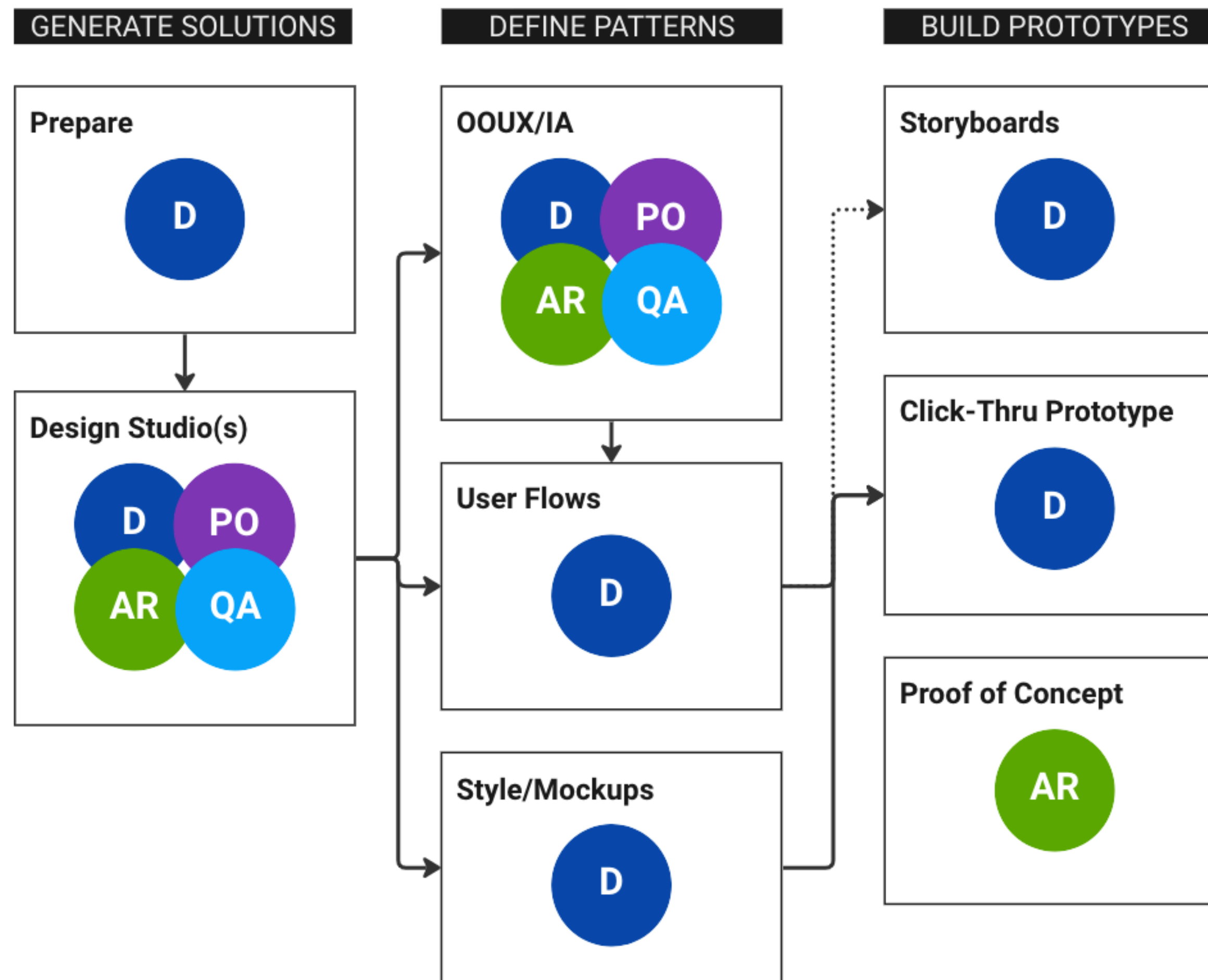
VALIDATE + PLAN

LESSONS LEARNED

UNDERSTAND + FRAME ① → **PRODUCT VISION** ✓ →

GENERATE + PROTOTYPE ② → **PROTOTYPES + POCS** ✓ →

VALIDATE + PLAN ③ → **RELEASE PLAN** ✓ →

UNDERSTAND + FRAME
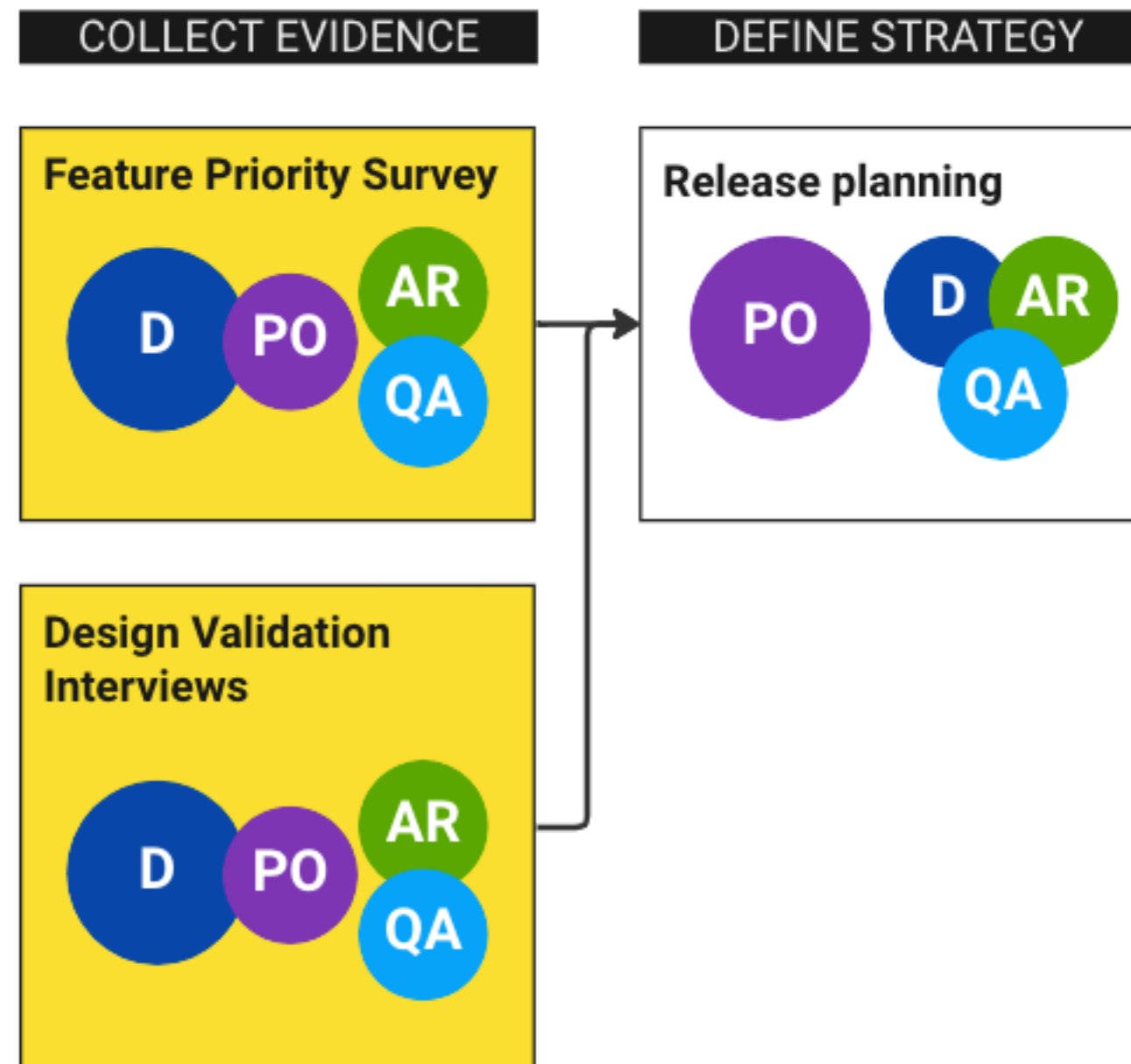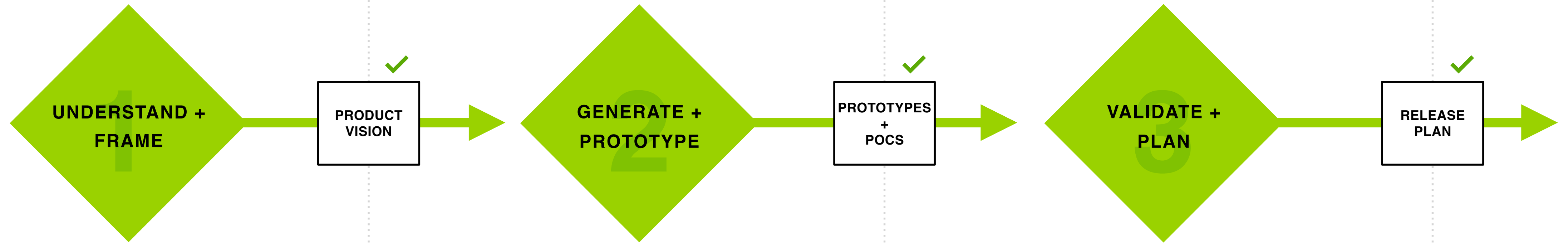
Start discovery by aligning around desired outcomes

Do your interviews in pairs (at minimum)

Use visual UX models to synthesize your learnings

If needed, quantify your insights with larger sample

GENERATE + PROTOTYPE

Generate solutions alone, together

Push hard to identify alternative solutions

Focus on prototyping for critical assumptions only

VALIDATE + PLAN

Collect evidence before responding as a team

Consider tradeoffs in breadth vs depth

Use insights to inform strategic decisions