# Discovery guide

## Understand systems, people, and problems

The way you frame a problem influences how you solve it. Start your design process by learning about what is desirable, viable and feasible.

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### The basics

Discovery is the first mindset and most critical part in the design process. Discovery activities help teams get on the same page about the challenges and scope of the work ahead

### Goals

* Define what the client wants to achieve
* Understand what users need in order to reach their goals
* Scope how the solution will be delivered
* Lay the foundation for talking with stakeholders, including users
* Create an Epics roadmap for MVP

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*Centers for Medicare and Medicaid Services HCD phases*

### Key questions

Answer these questions over the course of discovery. Find creative ways to regularly capture and share what you learn with the whole team.

**Who are the stakeholders?**

1. What do approvers want?
2. How are staff involved in delivery?
3. Who uses the product or service?

**What do the users need?**

1. What’s their goal?
2. How do they achieve their goal?
3. What other products serve similar needs?

**How will we deliver our solution?**

1. Which technologies will we use?
2. How will we contribute to the current product?
3. What are the quality criteria?

**What are the brand standards?**

1. Which colors, typography and graphics should we use?
2. What are the standards around voice and tone?

**What is the state of data and content?**

1. How are they structured?
2. How are they governed?
3. How useful are they?

**What is the system architecture?**

1. Which frameworks are the organization using?
2. What are the authentication and authorization methods?
3. What are the security requirements?

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### Methods

Involve non-designers like decision-makers and users in the process. Run only the activities you find valuable and time-effective.

#### Stakeholder mapping

2 hours prep; 1-2 hours to complete

#### Stakeholder interviews

2 hours prep; 5-8 hours to complete

#### Journey map or Service blueprint

2 hours to complete

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#### User personas

1 hour to complete

#### User interviews

4-5 hours prep; 10 hours to complete

#### Competitor analysis

1 sprint to complete

#### Content Audit

1-2 sprints to complete

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#### Technical Implementation Interviews

1 hour to complete

#### Quality Mission Statement Generation

2-3 hours of prep; 1-2 hours to complete

#### Story Mapping

4 hours of prep, 1 day to complete