Product Discovery Questions

Use these questions as a template to begin research of a product. This will help gain a clear understanding of the product and how it fits into the larger process and organization. Note: Not all of these questions will be applicable to the product you are researching. Feel free to adjust as needed.

Who is involved?

* Who owns the product
* Who maintains it
* Who uses it
* Who makes decisions about product direction

What is the purpose of the tool?

* What is the overall problem the product is solving?
* Does it replace another system or process?

Where is the product used?

* Physical location (ex. At home, at an office, etc…)
* Digital location (ex. Mobile device, website, email)

How is feedback about the product received?

* Who is responsible for reviewing this feedback?
* How is this feedback prioritized?

Is the product dependent on other systems?. (DBs, APIs, etc.)

* Does the system rely on other systems?
* Do other systems rely on it?

What is the current status of the product?

* What technologies are used?
* What phase of development is it in?
* Who is involved in the project?

How many users are interacting with the current product?

* Do you collect analytics?

What are the most common friction points within the current product?

* How were these brought to light?
* Do users struggle to find certain key pieces of information?

How is the current product’s performance measured?

* Are there analytics behind this?
* Has any user testing (usability) been performed in the past or scheduled to be performed in the future?

What tools do users use on a daily basis?

* Does this product fit into a defined workflow of tools? (ie. User writes document in Google Docs, publishes to Confluence, shares to Slack)

Are there alternatives the users could use to solve that problem?

* What makes the product unique compared to direct and indirect competitors?
* How do users think the product compares to a competitor product?

If you had a magic wand, what would be the ideal product?

What does a successful product look like?