



DISCOVERY

13. Generating Opportunity Trees

Act as a product manager for a **car rental marketplace that helps users find cheap cars to rent for short-term periods**. Assume that the desired outcome you're working for is to **increase purchase of upgrades like free fuel, extra mileage, baby seats, mobile phone holders etc. at the time of checkout**.

Craft an opportunity tree based on Teresa Torres' book, Continuous Discovery Habits, against this desired outcome.