

# Introduction to Product Discovery



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# We'll Discuss

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## 1 Product Management Process

Product Discovery

Product Delivery

## 2 Need of Product Discovery

Business outcomes: Goals

User outcomes: JTBD

Product Usability: MVP, A/B

Decision Making for PMs

## 3 Product Discovery Practices

Opportunity Solution Tree

Amazon prime example



# Business Outcomes

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What does the business wants to achieve?

Product	Product Outcome	Business Outcome
Amazon prime video	Time spent	More renewals
AirBNB	Bookings	Bookings
Swiggy	Orders	Orders
Zoom	Meetings	Conversion to Pro

# User Outcomes

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What does a user wants?

## Jobs to be done

# Jobs to be done

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Users are hiring your product **to do a job** for them **efficiently.**

People don't want a drill. They want a hole.

Actually they don't want a hole either, they want to relive the memory with the painting on the wall.

# Jobs to be done

## Job to be done

Find information about astrology

Incorporate a company

Romantic night out

## Option 1

Go to the library

Ask a lawyer

Go to watch a musical

## Option 2

Search on Google

Download a template online

Go to dance salsa

# Types of JTBD

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- **Functional** Job to be done
- **Emotional** Job to be done
- **Social** Job to be done

# Jobs steps and variables

## Functional Job: Go from New Delhi to Agra

Job steps	Variables
Decide on flight or train	Cost, Time Taken, Schedule Time, Importance of work, availability
Find a time to leave	Accuracy, availability, traffic
Find a vehicle to airport/station	Cost, Reliability, Time Taken, Safety
Get to right platform	Accuracy, Visibility, Reachability
Find the right seat	Accuracy, Availability, Visibility
Getting informed about journey	Accuracy, Availability



# MVPs

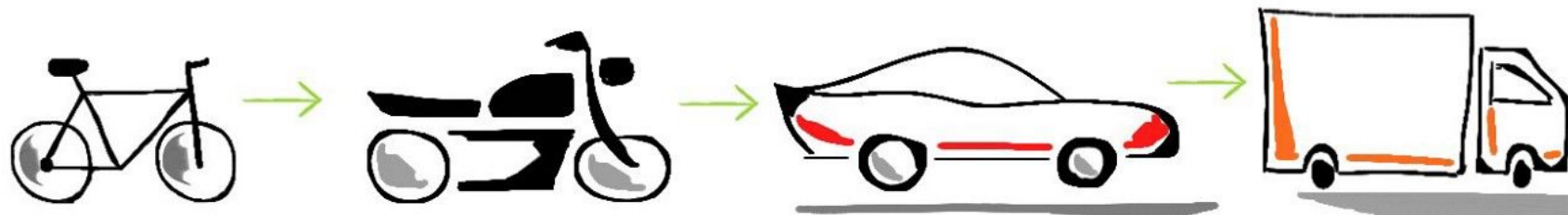
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**What's the minimum working version you can create to test your riskiest assumption?**

# Not MVP



# MVP



## **4 villains of decision making**

- Not digging enough into the problem
- Looking for evidence to prove our beliefs
- Effect of short term emotions
- Overconfidence in our idea

# Understanding the problem, well.

Reframe the problem: Find better problems to solve.

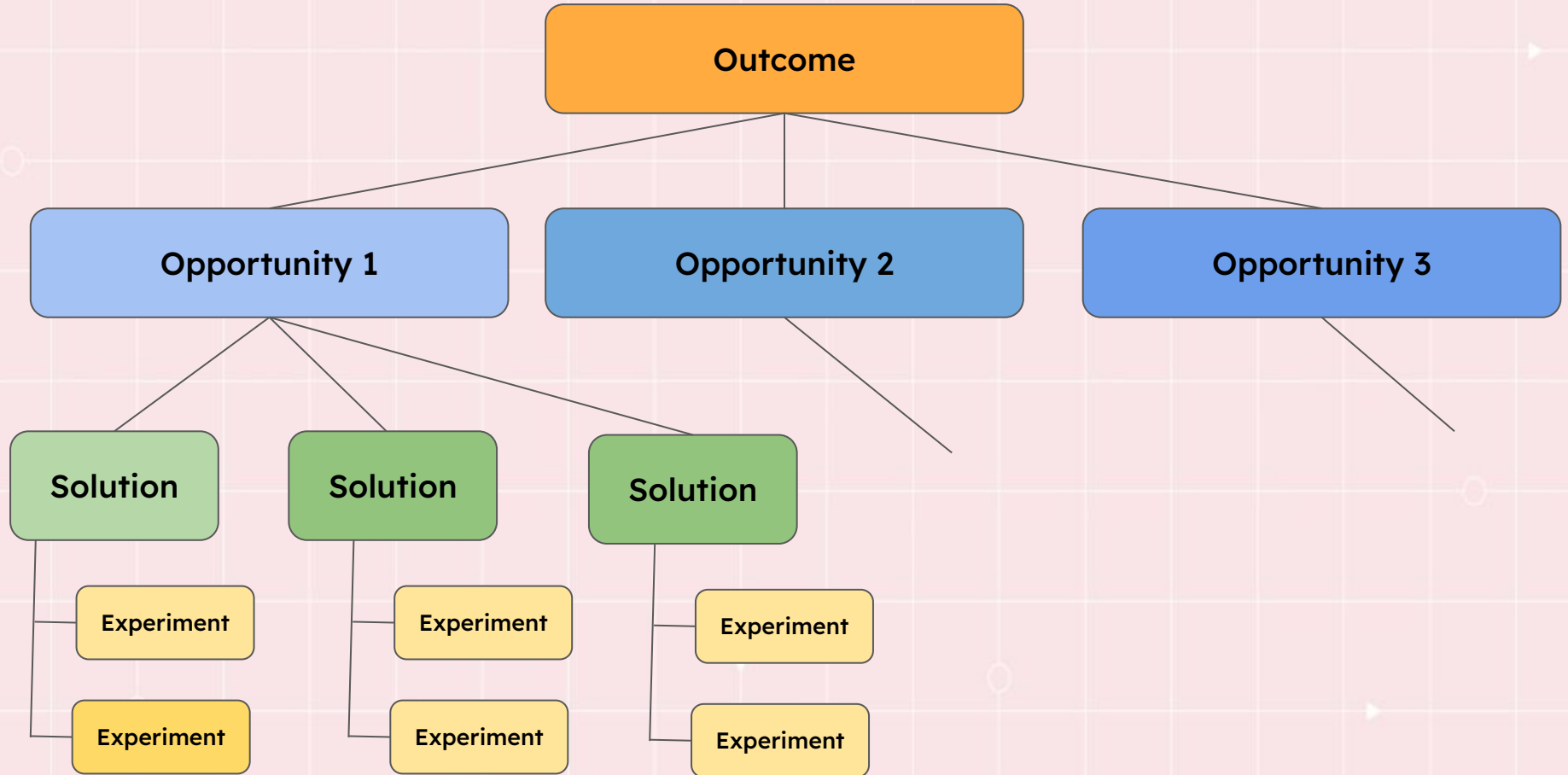
Problem Framing	Solution Space
<i>"The elevator is too slow."</i>	<i>"Make the elevator faster."</i>
	<ul style="list-style-type: none"><li>• Install a new lift</li><li>• Upgrade the motor</li><li>• Improve the algorithm</li></ul>

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Reframing the problem	
<i>"The wait is annoying."</i>	<i>"Make the wait feel shorter."</i>
	<ul style="list-style-type: none"><li>• Put up mirrors</li><li>• Play music</li><li>• Place TV screens playing news</li><li>• Install a hand sanitizer</li></ul>

# Opportunity Solution Tree



## **Outcomes**

A quantifiable measure of success for the team.

## **Opportunities**

Problems, needs, desires and pain points you've identified through customer research and analysis.

## **Solutions**

Potential solutions you could build that exploit an opportunity in a way that delivers the outcome

## **Experiments**

Activities the team runs to test key assumptions

**You are a PM at Amazon Prime India.**

**You need to increase the time spent by users on amazon prime video by 100% in the next 6 months.**