**DISCOVERY AND DEFINITION PHASE**

**What is the objective of this phase –** Find a problem to solve and determine MVP.

**How do we find a problem to solve –**

* **What is discovery phase –** 
  + **Product discovery is the initiation phase**, where the Product Manager talks to **potential customers,** listens to their **feedback** and **pays attention to customers using competing products.**
* **How do we setup discovery process –** 
  + **Inductive reasoning –** The idea here is to use data look at different sources of qualitative and (mostly) quantitative data. Thus, the starting point are usually surveys, documentation from previous projects, competition research, focus groups, semi- structured interviews, and consultancy reports.
  + **Our use case –** 
    - Took reference from other projects completed within the org to get an idea around kind of anomalies in the dataset.
    - Interviewed with the client stakeholder because he has the first source of information on data quality. He helped us figure out the extent of anomalies present i.e. – is it table specific or entire warehouse is having this issue.
    - Utilized our capabilities and did exploratory data analysis to figure out what anomalies are present.
  + **Deduction reasoning -**

**What is a MVP –**