Product Discovery

Complex work requires thoughtful planning and preparation. Product Discovery is a five-day, facilitated process to build consensus around the nature of the problem being solved, the business value of the work, and the end users who will be affected by the finished product. By the end of the process, the team should have considered many different solutions, agreed on the best way forward, and begun the planning of how to deliver.
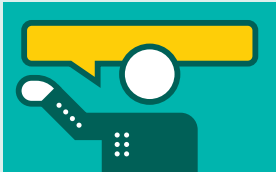
1

Establish Product Goals

Product goals are concise articulations of what a successful business outcome would look like. They are focused on business value defined as increased revenue, decreased costs or improved service.

2

Create Pragmatic Personas

A pragmatic persona is a simple sketch created in a workshop setting. It is not based on user research but rather on the experience and knowledge of the team. It focuses on information that is directly relevant to product development.
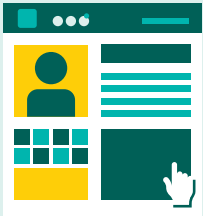
3
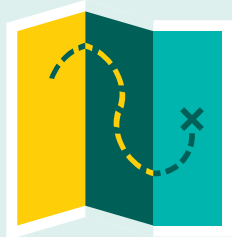
Map User Stories

After envisioning the user experience, choose a task or set of tasks for your user to perform in order to achieve a goal. Write a narrative, or written description, of the user scenario or use case that describes the user intent and the steps he or she might take to reach their goal.

4

Visualize the Design

Leverage your user stories and personas to envision what a high-level user experience will look like. Use a Design Workshop approach to involve everyone on your team in identifying user experience ideas.

5

Plan Incremental Product Releases

After some prototyping and testing, create a release road map with the team describing how product features will deliver value over time and maximize benefit for the business.