

FORM CONTINUOUS DISCOVERY HABITS

TO INCREASE SPEED OF LEARNING

AND DRIVE AGILITY



ABOUT ME

- ★ Agile Coach since 2009
- ★ Product Program & Operations Manager
- ★ Working out loud in my [Digital Garden](#) 🌱

3 MAIN TOPICS TODAY

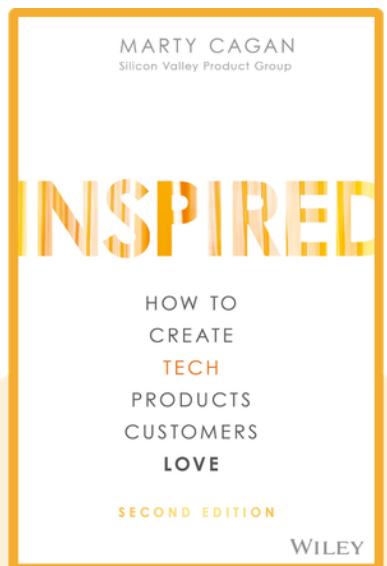
- ★ About Continuous Discovery Habits
- ★ Form Continuous Discovery Habits
- ★ Drive Agility with Continuous Discovery Habits

ABOUT CONTINUOUS DISCOVERY HABITS

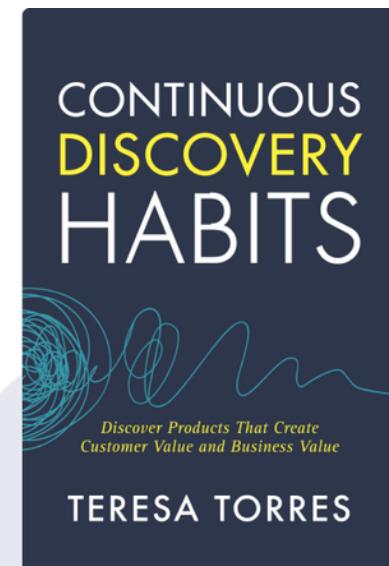


CREDITS

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Teresa Torres



Foundational insights on
Product Discovery and Product
Delivery

Worldwide movement of
Continuous Discovery Habits

CONTINUOUS DISCOVERY HABITS

At a minimum, weekly touchpoints with customers

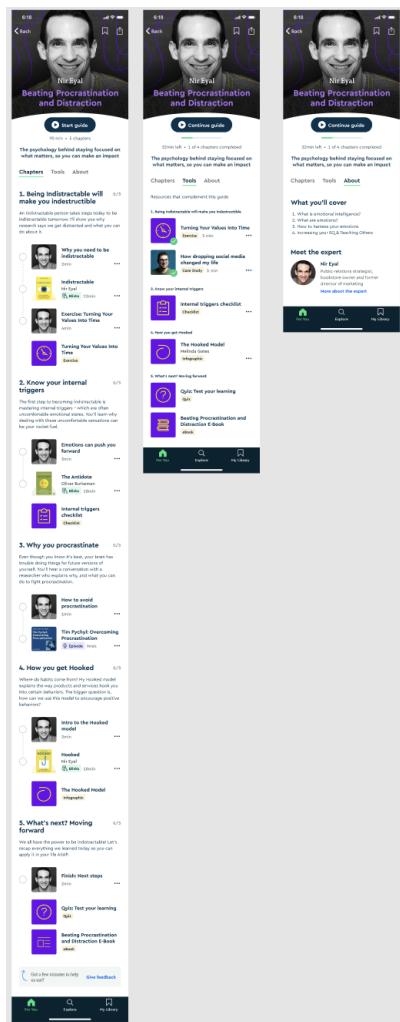
By the team building the product

Where they conduct small research activities

In pursuit of a desired outcome

CONTINUOUS DISCOVERY HABITS FOR 3 PRODUCT FEATURES

Blinkist Guides



Blinkist Spaces

Become part of a **free**, shared Space on Blinkist!

Your friends + YOU

Spaces

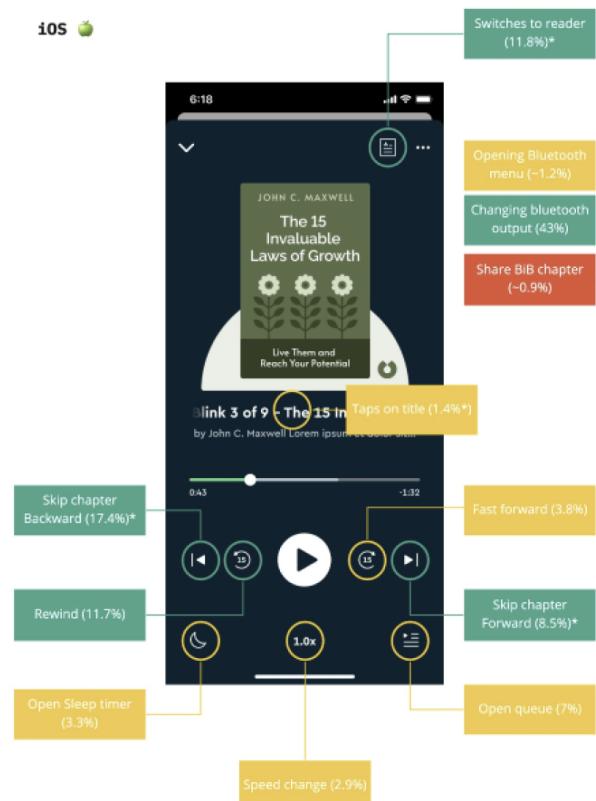
My blinks 5 Titles • 3 Notes

Better communication 6 Titles • 4 Notes

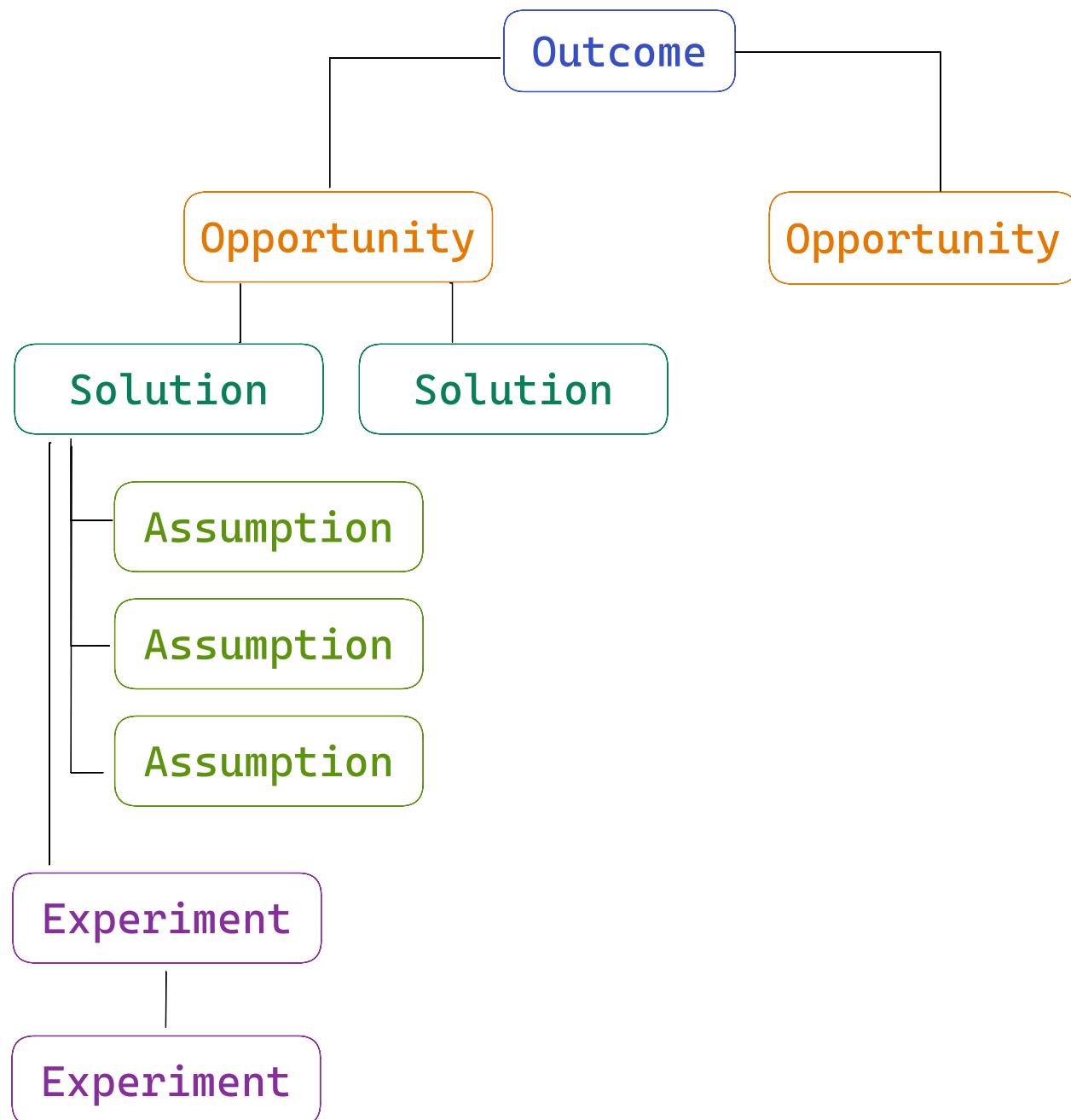
+ Create Space

The landing page features a large yellow banner with the text "Become part of a free, shared Space on Blinkist!" and "Your friends + YOU". Below the banner is a "Spaces" section showing "My blinks" and "Better communication". A "Create Space" button is at the bottom. The "Spaces" screen shows a list of titles and notes, with a "Create Space" button at the bottom.

Smart Companion



OPPORTUNITY SOLUTION TREE



DESIRED PRODUCT OUTCOME

A CHANGE IN
CUSTOMER BEHAVIOR

Increase number of Power
Customers

*Customers that had 4 or more
content active days in the last 28
days.*



OPPORTUNITIES

CUSTOMER NEEDS,
DESires or PAINT
POINTS

- ★ Knowledge Retention
- ★ Sharing Insights
- ★ Reader and Player User Experience



SOLUTIONS

CONCRETE
APPROACHES TO
ADDRESS AN
OPPORTUNITY

★ Blinkist Guides

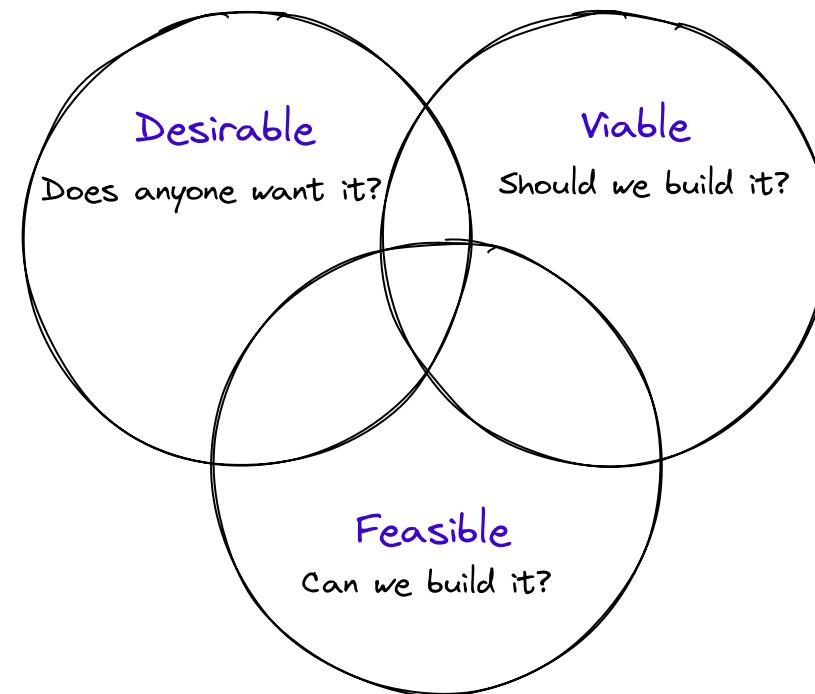
★ Blinkist Spaces

★ Address Reader and Player pain points



ASSUMPTIONS

ASSUMPTIONS THAT
NEED TO BE TRUE IN
ORDER FOR OUR
SOLUTIONS TO
SUCCEED



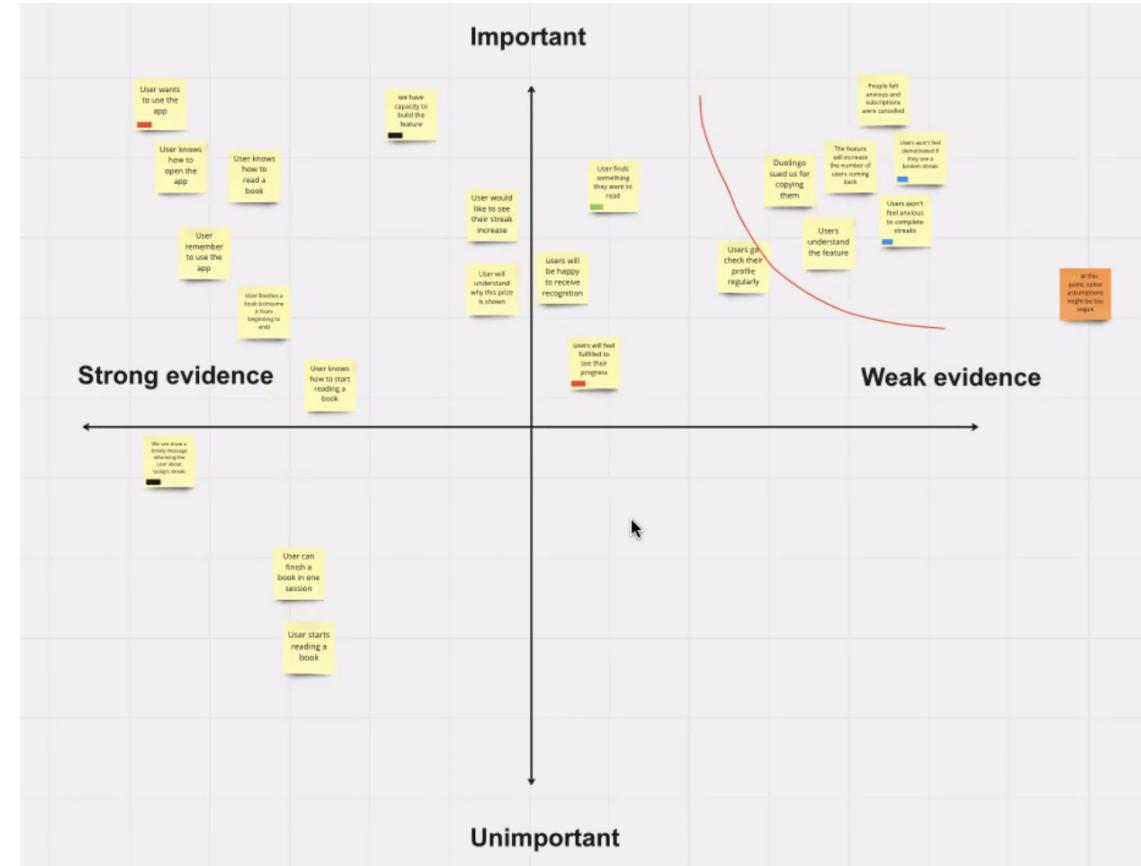
Usable: Is it usable?

Ethical: Is there any potential harm in building this idea?



LEAP OF FAITH ASSUMPTIONS

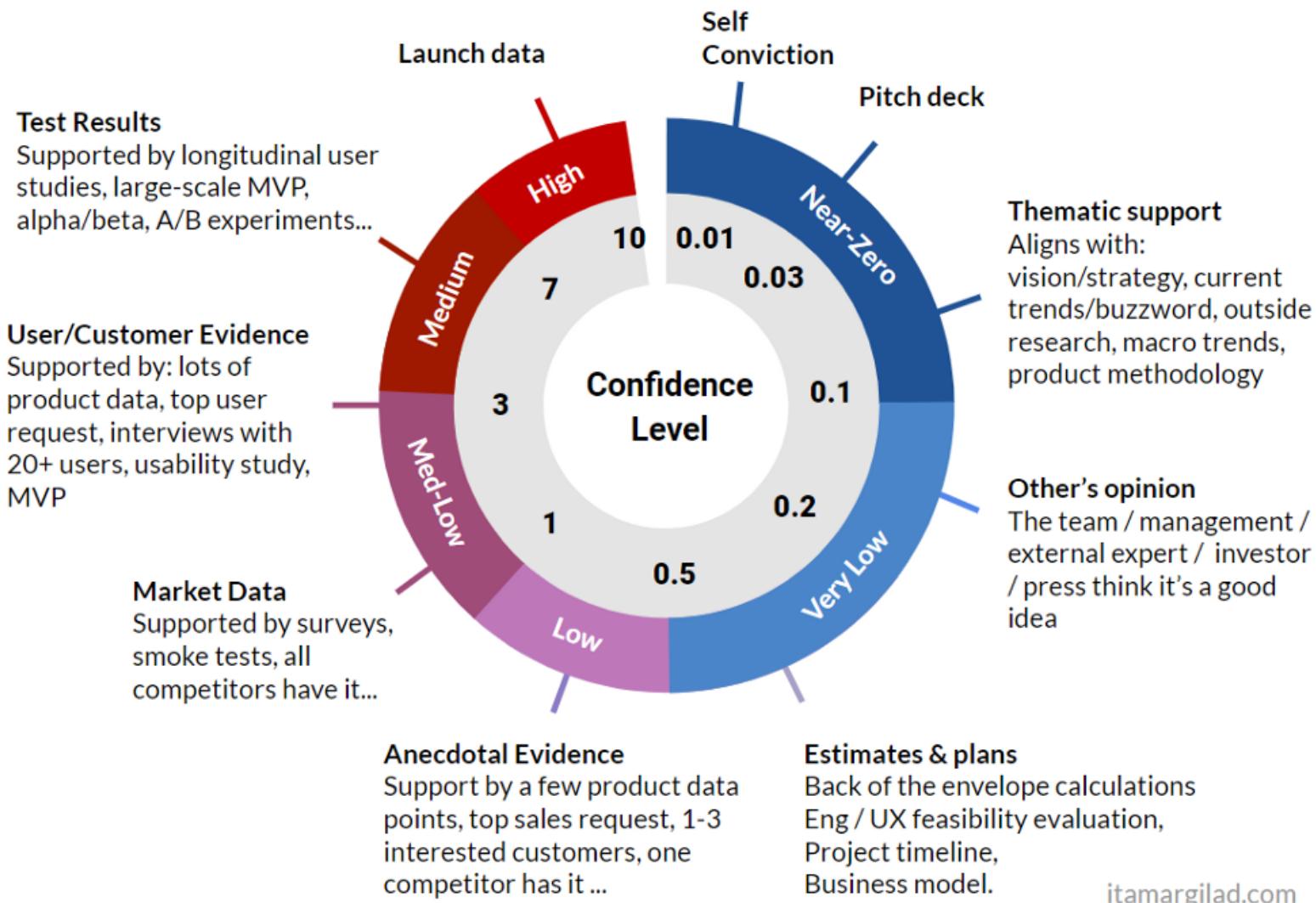
IMPORTANT ASSUMPTIONS WHERE
WE HAVE WEAK EVIDENCE



OUR ASSUMPTIONS

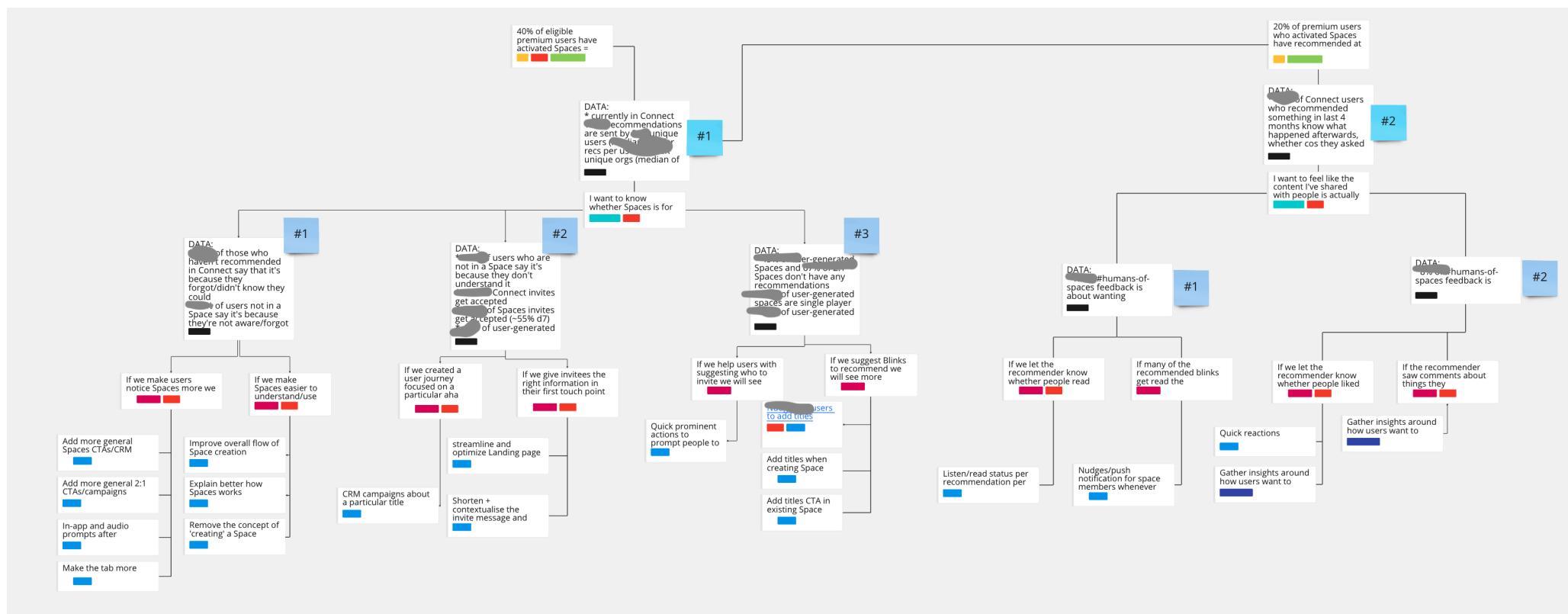
- ★ The Guides format leads to longer and repeated content interaction and perceived increased knowledge retention
- ★ Members who facilitate a Blinkist space are more engaged and become Power Customers

INCREASE CONFIDENCE TO TAKE A DECISION

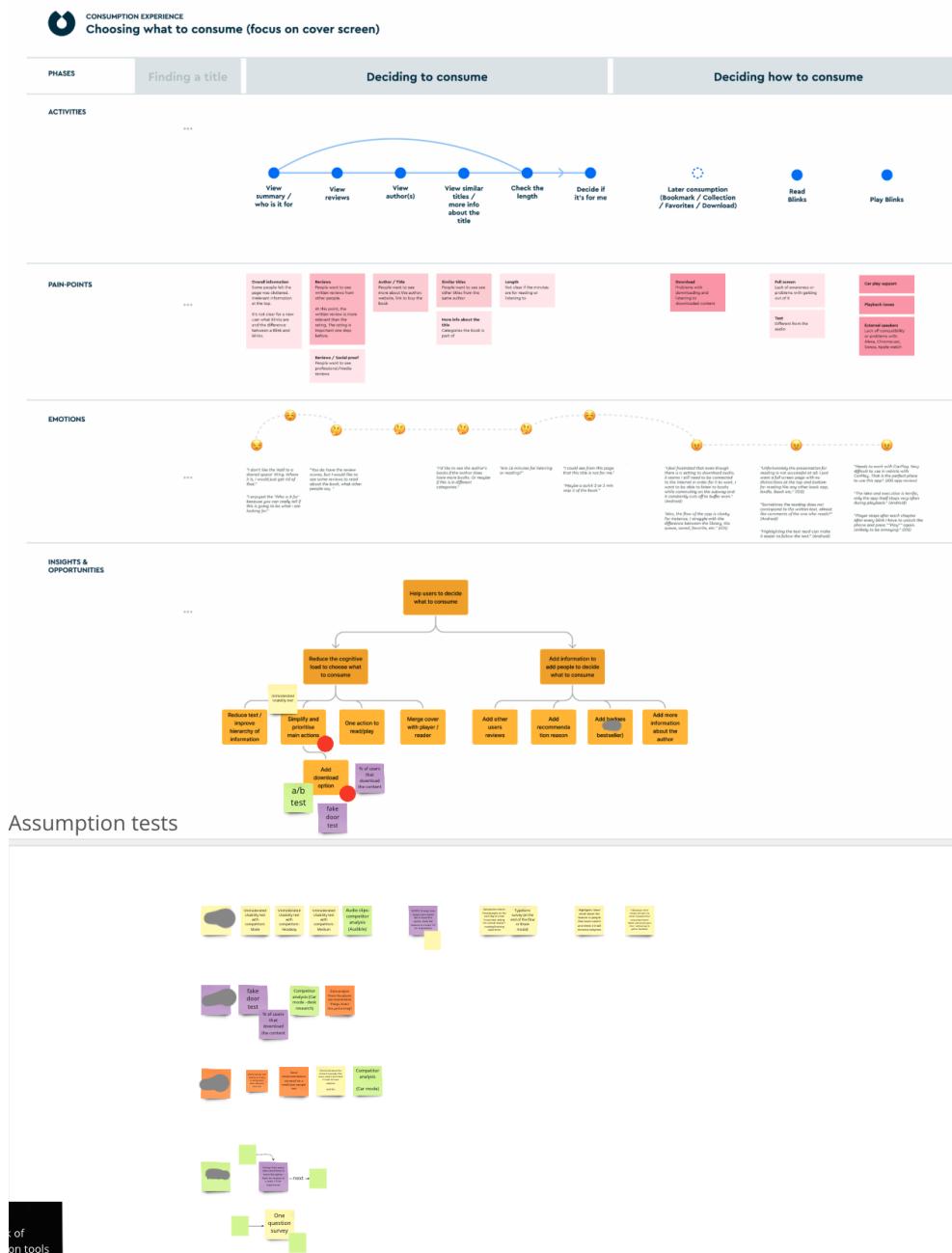


Source: Confidence Meter by Itamar Gilad - <https://itamargilad.com/the-tool-that-will-help-you-choose-better-product-ideas/>

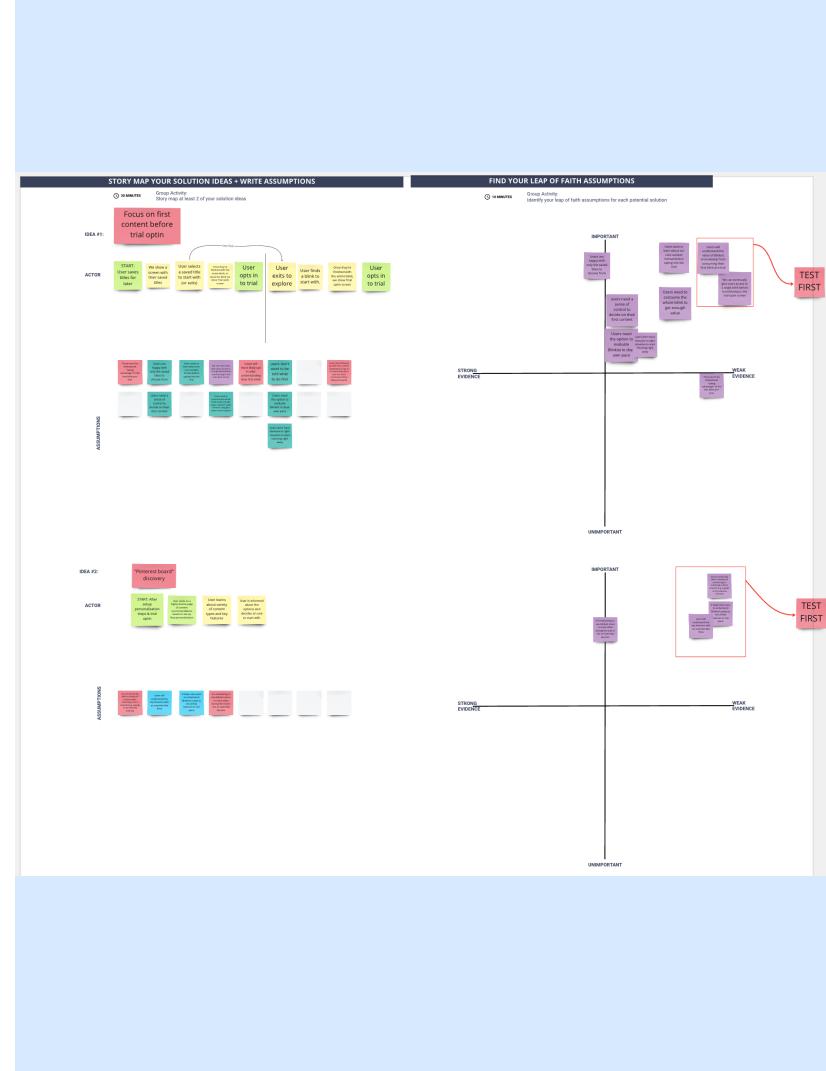
SOME EXAMPLE OPPORTUNITY SOLUTION TREES (1)



SOME EXAMPLE OPPORTUNITY SOLUTION TREES (2)



SOME EXAMPLE ASSUMPTION TESTING (1)



Working Sheet for one assumption					
Assumption	Simulate	Evaluation	Iteration	Triangulation	Results
We can reasonably give each access to a single clinic before transitioning to the trial open screen	Prototype 1-question survey	Behavior Criteria			
	Data Mining	Behavior Criteria			
 Research Spike	What is involved in giving each clinic access pretrial?	Behavior Criteria	Clear Yes → Leave me informed about the flow		

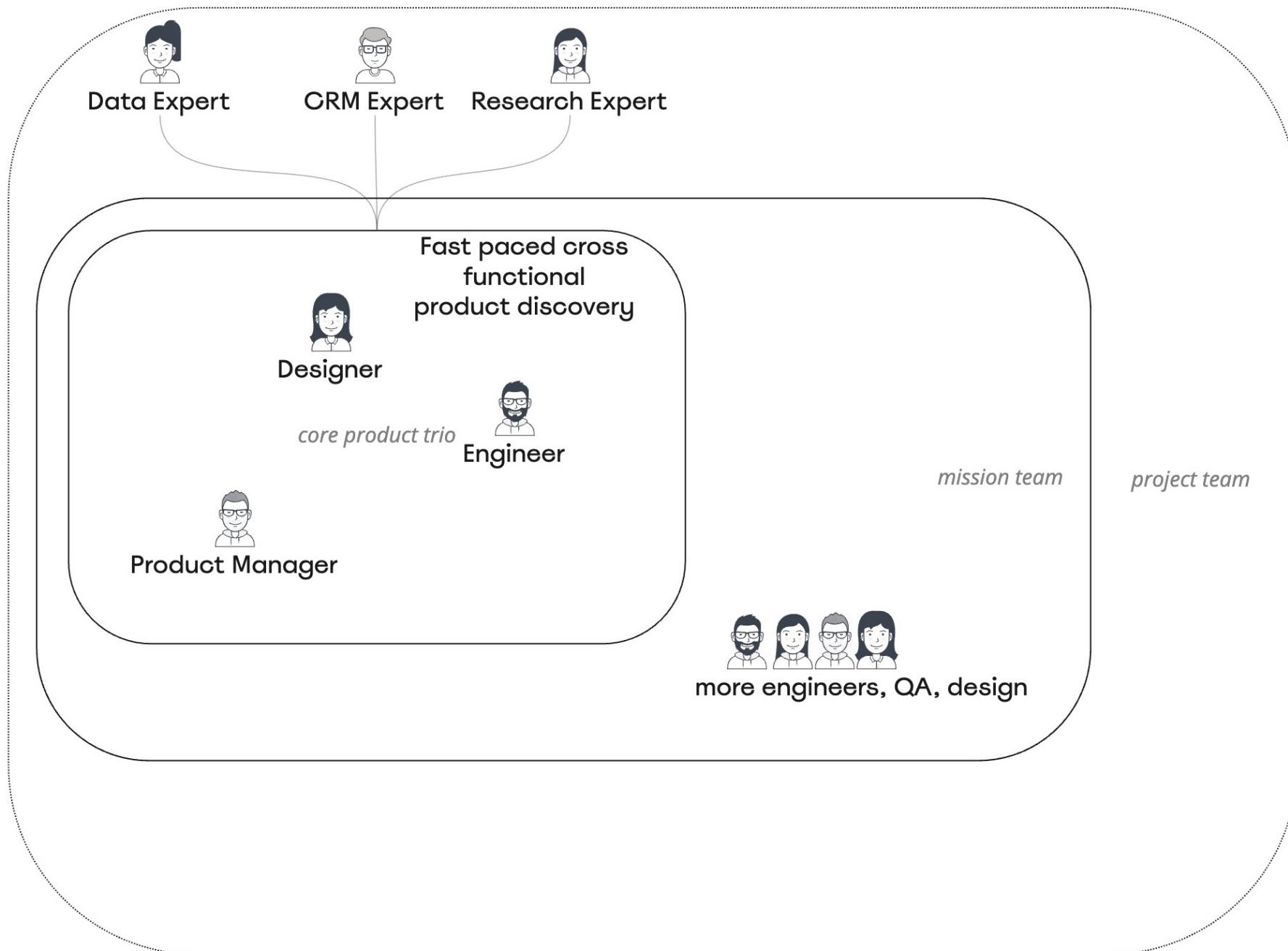
Copy of Working Sheet for one assumption						
Assumption	Simulate	Evaluation	Iteration	Triangulation	Results	
<p>Users will understand the value of Blinkist immediately from consuming their first blink pre-trix</p> 	<p>Prototype</p> <p>Here is your first Blink, what do you think?</p>  <p>1-question survey</p>  <p>Data Mining</p> <p>Where do users first content start come from? e.g. search etc. (link to pages only via links)</p>  <p>Research Spike</p>	<p>Behavior</p> <p>Criterio</p> <p>users play the game even though it's not required</p> <p>None of the above</p> 				 <p>Target group</p>  <p>average age group 25-35</p>  <p>DB-14 users</p>  <p>Single choice</p> <p>Impact tool</p>



FORM CONTINUOUS DISCOVERY HABITS



PRODUCT TRIOS TO CONTINUOUSLY DRIVE DISCOVERY



ENHANCE PRODUCT DISCOVERY CAPABILITIES (1)

★ In App surveys
and flexible App
components

humans-of-spaces ▾

[View results](#) ↓ 1 new message ×

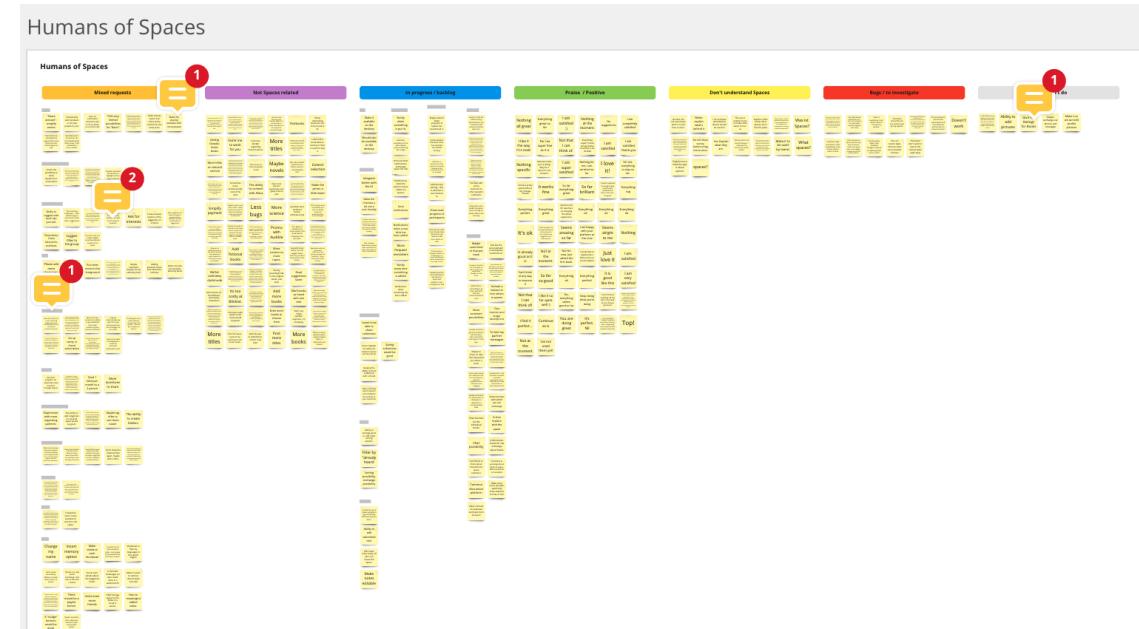
Yesterday

Typeform APP 1:43 AM
Hey, your Blinkist Spaces Permanent Feedback Survey typeform got a new response.
Is there anything we can do to improve Blinkist Spaces for you?
Ability to sort my (unread) favorites. I have so many on the todo list that sometimes I want to rearrange them.

[View results](#)

Typeform APP 8:50 AM
Hey, your Blinkist Spaces Permanent Feedback Survey typeform got a new response.
Is there anything we can do to improve Blinkist Spaces for you?
I would like to see recommendations daily based on my preference areas

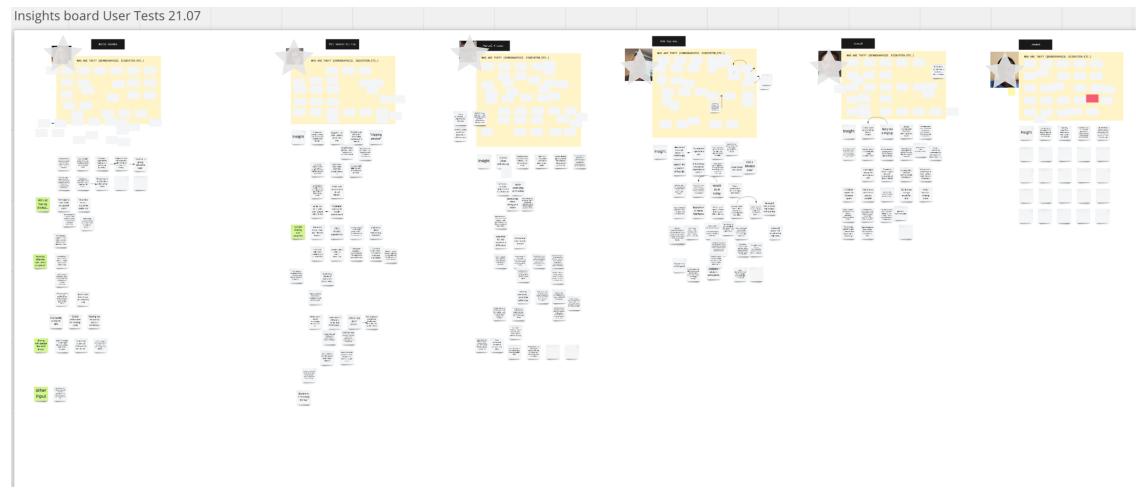
[View results](#)



ENHANCE PRODUCT DISCOVERY CAPABILITIES (2)

★ Design Sprints
and fast ideation
cycles

- ★ 4-6 interviews in a day
- ★ fast insights extraction
- ★ new version a day later



ENHANCE PRODUCT DISCOVERY CAPABILITIES (3)

★ Enhance interviewing tools, techniques and skills

- ★ Run interview trainings and provide learning material
- ★ Invest in proper tooling to run and synthesize interviews

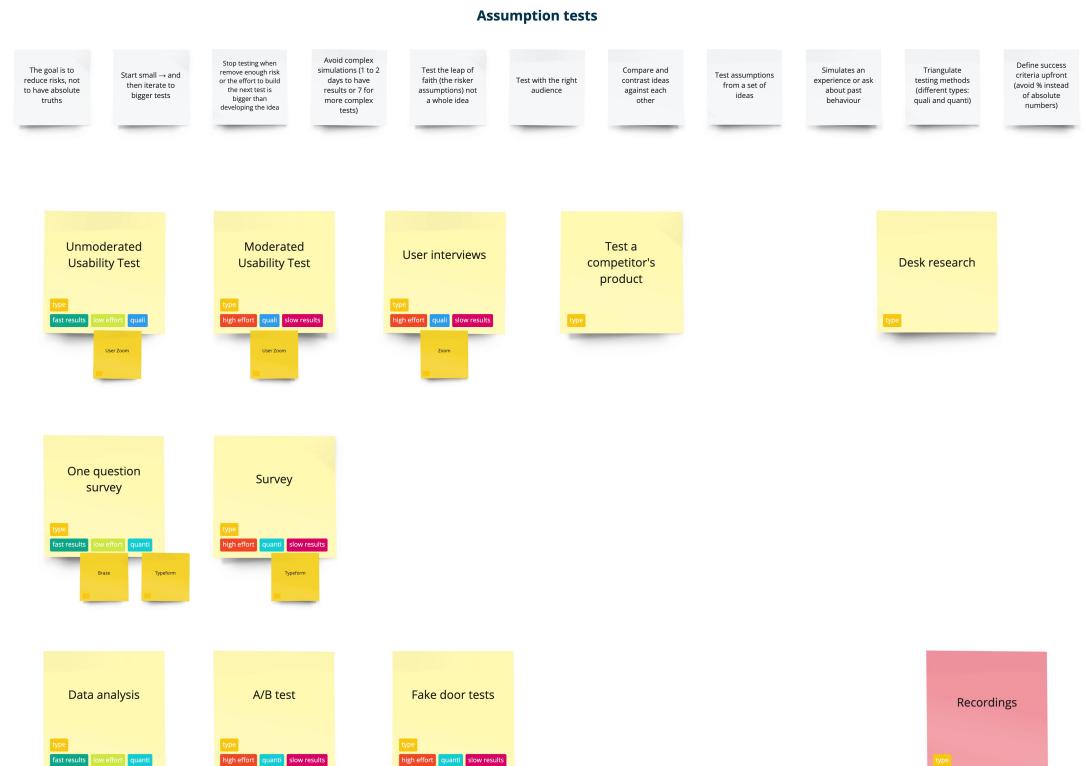
1 As mentioned in the session, here you can [find the materials we have prepared \(and used\):](#) 

- Conducting User Interviews as a non-researcher
- User Interviews exercises at Miro
- Research Playbook
- Our Confluence space (with additional resources)
- Conducting interviews templates



ENHANCE PRODUCT DISCOVERY CAPABILITIES (4)

★ Fit discovery approach to current stage of discovery

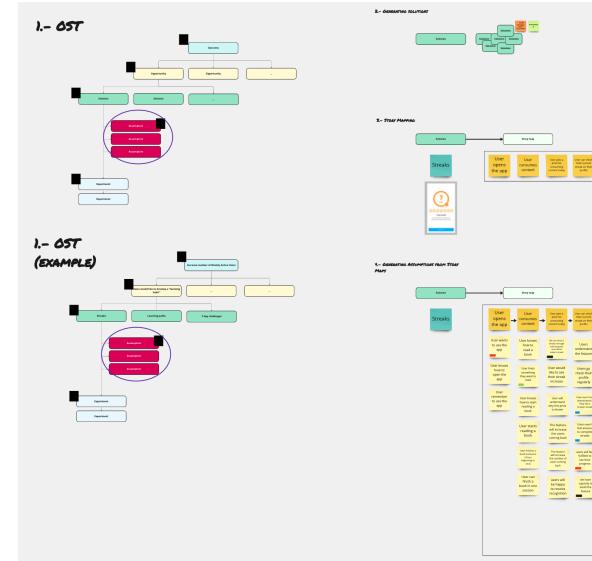


COLLABORATIVE LEARNING & CROSS POLLINATION

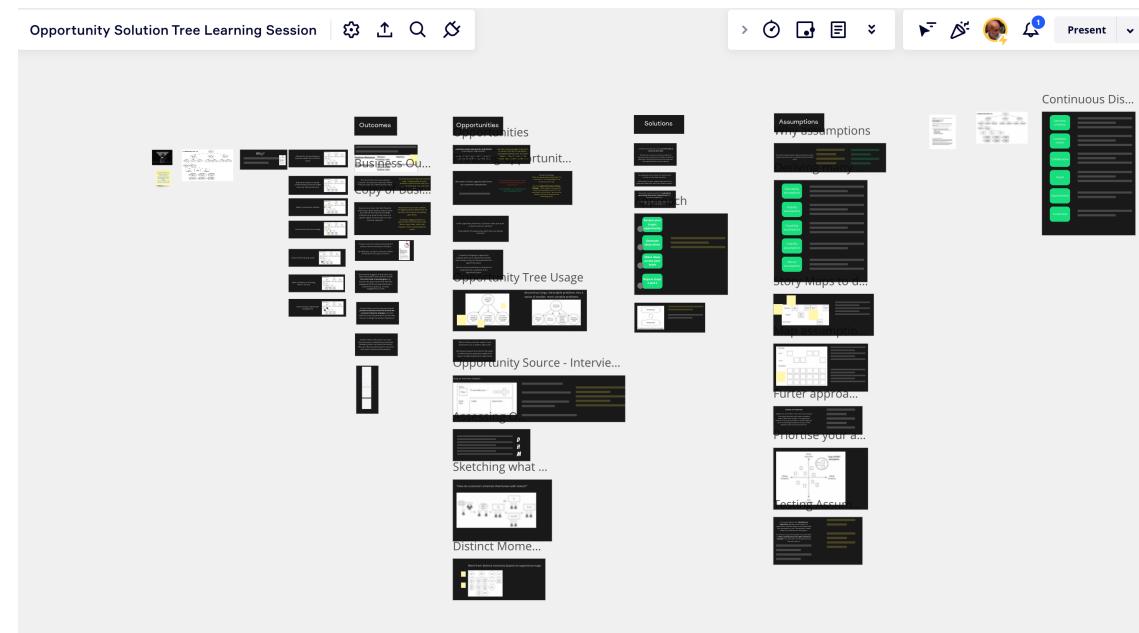
 Attend CDH
trainings and share

★ Share Discovery progress

⭐ Retrospect across Product Trios



Continuous Discovery Habits Training			
Course	Who joins/When	Knowledge Sharing	
Assumption Testing	 Last updated Feb 21, 2023 - 3 min read - 18 people viewed Oct 19, 2022 and will last until Nov 16, 2022	 #CDH Assumption Testing	
 Assumption Testing			
 Opportunity Mapping			
 Continuous Interviewing			
 Defining Outcomes	 WIP / Course will start on Jan 10, 2023 and will last until Feb 7, 2023		
 Identifying Hidden Assumptions	 Course will start on Jan 12, 2023 and will last until Feb 8, 2023	Miro board:  #CDH Identifying hidden assumptions Recording: https://us04web.zoom.us/j/8404761694?pwd=GT1HyGc6Wm5wZc0u0dysD8dEUQ https://us04web.zoom.us/j/8404761694?pwd=GT1HyGc6Wm5wZc0u0dysD8dEUQ	



DRIVE AGILITY WITH CONTINUOUS DISCOVERY HABITS

BASED ON [AGILE 2](#) VALUES & PRINCIPLES



BUSINESS UNDERSTANDING & TECHNICAL UNDERSTANDING (V)

Technology personnel need to take an interest in business issues.

Business personnel need to take an interest in technology issues.

- ★ Product Trios include technical and business aspects
- ★ Viability and Feasibility in Assumption Tests
- ★ OST with (business) Outcome and strong user focus



THOUGHTFULNESS & PRESCRIPTION (V)

Thoughtfulness means considering context, and taking action only after one has attempted to understand the situation.

Prescription means following predefined steps, as in a framework, unchanged and not tailored to the situation, without necessarily understanding or being thoughtful about those steps or what they are for.

★ CDH as powerful methodology

★ Understand problem and solution space

★ Outcomes map to business context and customer change in behavior



ADAPTABILITY & PLANNING (V)

Adaptability means expecting that plans need to change, and being prepared to revise plans. Planning is important because plans set direction for action, and they represent thought about what the best direction is.

- ★ The pursued outcomes provide direction.
- ★ With CDH we have an approach how to get closer to the outcome
- ★ Discovery shapes our next steps continuously



INDIVIDUAL EMPOWERMENT & GOOD LEADERSHIP (V)

Individuals need to have agency: they need to be allowed to decide how to perform their own work, and they need to be given the opportunity to innovate and express new ideas and take chances to try those ideas. By so doing, they exercise personal leadership.

Leaders of others need to empower those they lead, but they also need to assess how much freedom those can handle, and position them for growth.

★ Apply situational leadership on levels in the OST

★ Product trio owns exploration of Opportunity-Solution space

★ Providing ideas is highly welcome



OUTCOMES & OUTPUTS (V)

Outcomes mean the direct and indirect end results that occur after one has taken action.

Outputs refer to what is directly produced by an action: for example, working software is the output of a programming task. Outcomes require outputs, and both matter; but outcomes are what matter most.

- ★ Impactful Business Outcomes through Product Outcomes is core to CDH
- ★ Faster learning outputs and adaptation towards product outcomes



CONNECTING TO AGILE 2 PRINCIPLES

- ★ Obtain feedback from the market and stakeholders continuously.
- ★ The only proof of value is a business outcome.
- ★ Product design must be integrated with product implementation.
- ★ Carefully gather and analyze data for product validation.
- ★ The whole team solves the whole problem.
- ★ Favor mostly-autonomous end-to-end delivery streams whose teams have authority to act.
- ★ From time to time, reflect, and then enact change.
- ★ Validate ideas through small contained experiments.

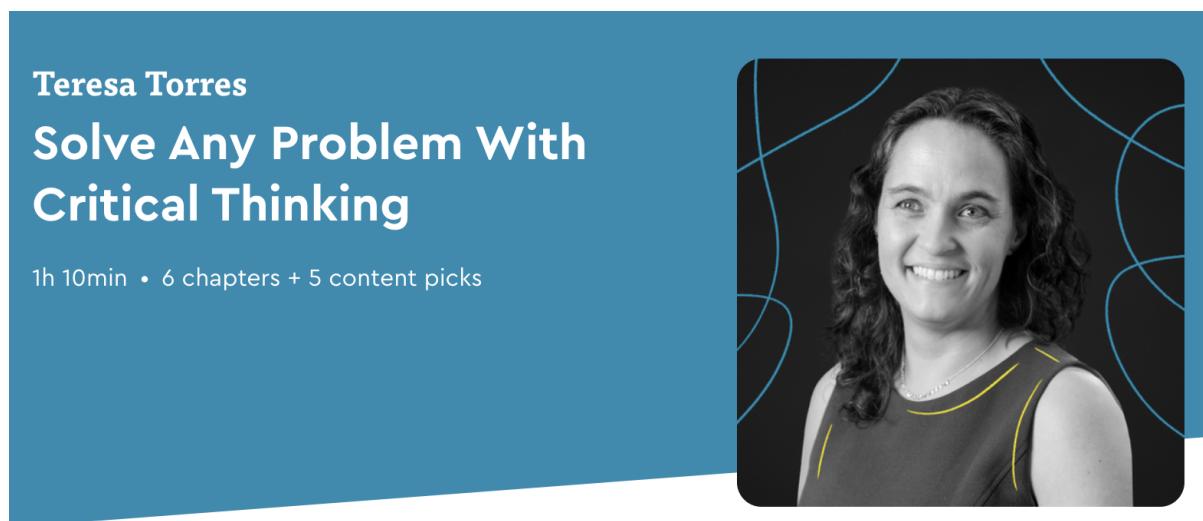
Full list available in my [Digital Garden](#)



NEXT?!

⭐ Want to join a free Blinkist Space around Product Discovery? *DM me on LinkedIn*

⭐ Listen to [Solve Any Problem with Critical Thinking](#)



The image shows a digital book cover for 'Solve Any Problem With Critical Thinking' by Teresa Torres. The cover has a dark blue background. At the top left, the author's name 'Teresa Torres' is written in white. Below it, the title 'Solve Any Problem With Critical Thinking' is displayed in a larger, bold white font. Underneath the title, the text '1h 10min • 6 chapters + 5 content picks' is shown in a smaller white font. To the right of the text is a black and white portrait of a woman with curly hair, smiling. She is wearing a dark sleeveless top with yellow piping along the seams.

No matter how you spend your day, for most of us, our jobs and lives demand that we be problem solvers. This guide will show you how to approach problem solving through the structure of critical thinking.

⭐ Visit me in my [Digital Garden](#) 🌱 and dive deeper



