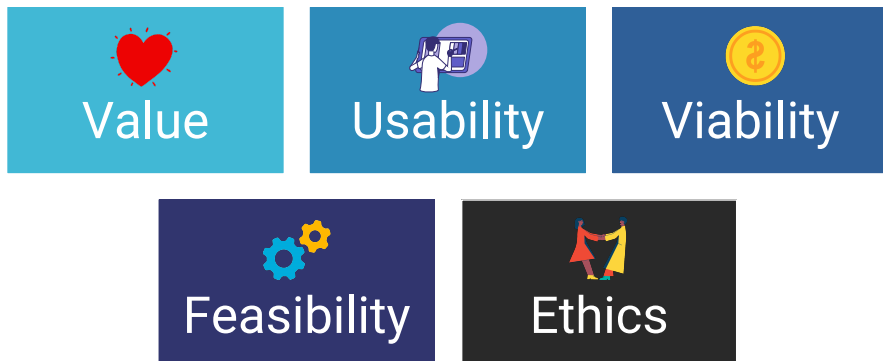# Product Discovery Cheat Sheet

Why?

„The first truth is that at least half of your ideas are just not going to work" - Marty Cagan, Inspired

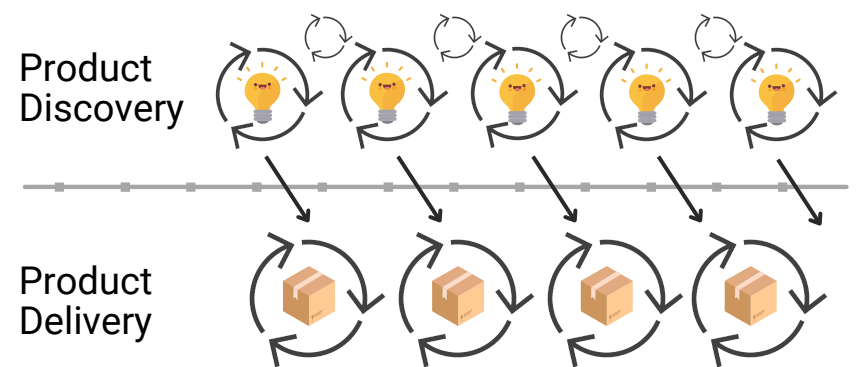For every idea, there are 5 risks:

Value	Usability	Viability

Feasibility	Ethics

Product Discovery results in a validated product backlog.

Who?

The Product Trio: Product Manager, Product Designer, and at least one Engineer.
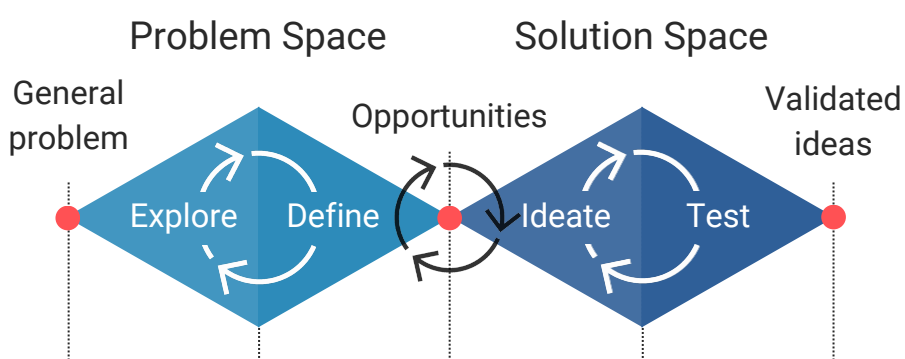
When?

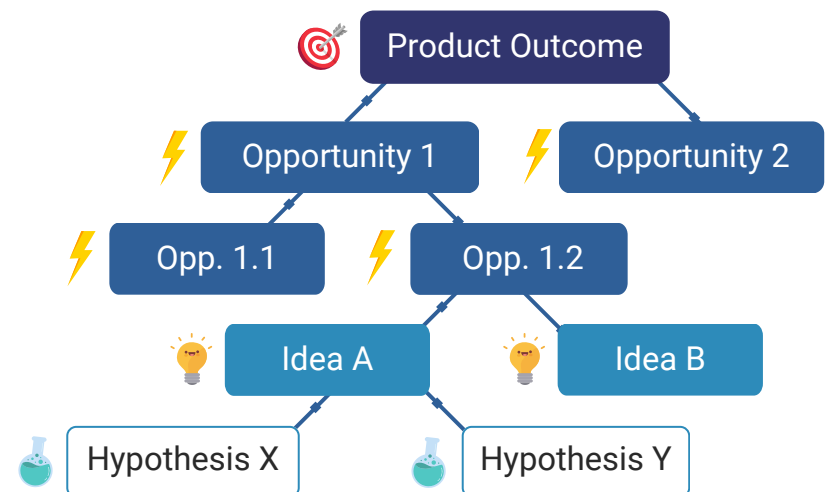Continuous Discovery and Continuous Delivery. The two streams run in parallel:

Product Discovery

Product Delivery

How?

An adjusted Double Diamond of Design Thinking:

Problem Space Solution Space

General problem   Opportunities   Validated ideas

Explore Define Ideate Test

Opp. Solution Tree

Product Outcome

Opportunity 1   Opportunity 2

Opp. 1.1   Opp. 1.2

Idea A   Idea B

Hypothesis X   Hypothesis Y

OST as defined in Continuous Discovery Habits by Teresa Torres

Tips

- ✅ Interview also Sales, Founders, Success
- ✅ Consider perforing market research
- ✅ Consider the relative idea's effort
- ✅ Do not test every assumption
- ✅ Levarage Product Analytics
- ✅ Calculate the Opportunity Score
- ✅ User Story Map to identify hypotheses
- ✅ Use Test and Learning cards

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