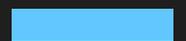
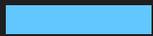




PRODUCT DISCOVERY



PRODUCT DISCOVERY

We conduct Discovery Sessions to help you set product goals, identify and understand the business outcomes of your solution, prioritize product features, and determine what to include in your minimum viable product (MVP). During a product Discovery Session we focus on Product Definition, Product Strategy and Product Roadmap.

DEFINE THE GOAL

During our discovery session we first ensure we know why we are building the product and define long-term goals. We also want to include assumptions and potential road blocks. What assumptions are we making? What might cause the product to fail?

UNDERSTAND BUSINESS NEEDS

Who are you building this product for? Create user personas to map out the needs, interests and problems for those who will use your product. What is the definition of success? Define the criteria that lets you know if your product will be successful.

FIND OPPORTUNITIES

Using user personas and pain points, we determine how to most effectively add value and solve user problems. This helps us identify high value opportunities that will delight your customers.

DRAFT A PRODUCT STRATEGY

Identify the one functionality your product requires to bring a specific value offering to the market to be successful.

CREATE A PRODUCT ROADMAP

Using our opportunities, we prioritize what features to build. We create, collect, and prioritize the core features of your MVP. This typically starts as a huge list of features that we place into categories of must haves, nice to haves and never going to happen.