

Discovery

~2 - 4 weeks

We have prioritised ideas we want to explore in more detail so we can confirm it solves a real problem for the customer

➔ Input

Problems to Solve

or

Ideation output

- Ideas backlog
- Draft vision statement
- Agreed sponsor
- Capacity / Plan
- Opportunity Canvas
- Value statement

Output ➔

- Defined Problem Statement
- User Segmentation
- Hypotheses
- Research
- Data Insight
- Key unknowns / assumptions
- Indicative size of opportunity
- Baselined vision statement
- Refined Value Proposition
- High level outcome roadmap
- High level current technology baseline

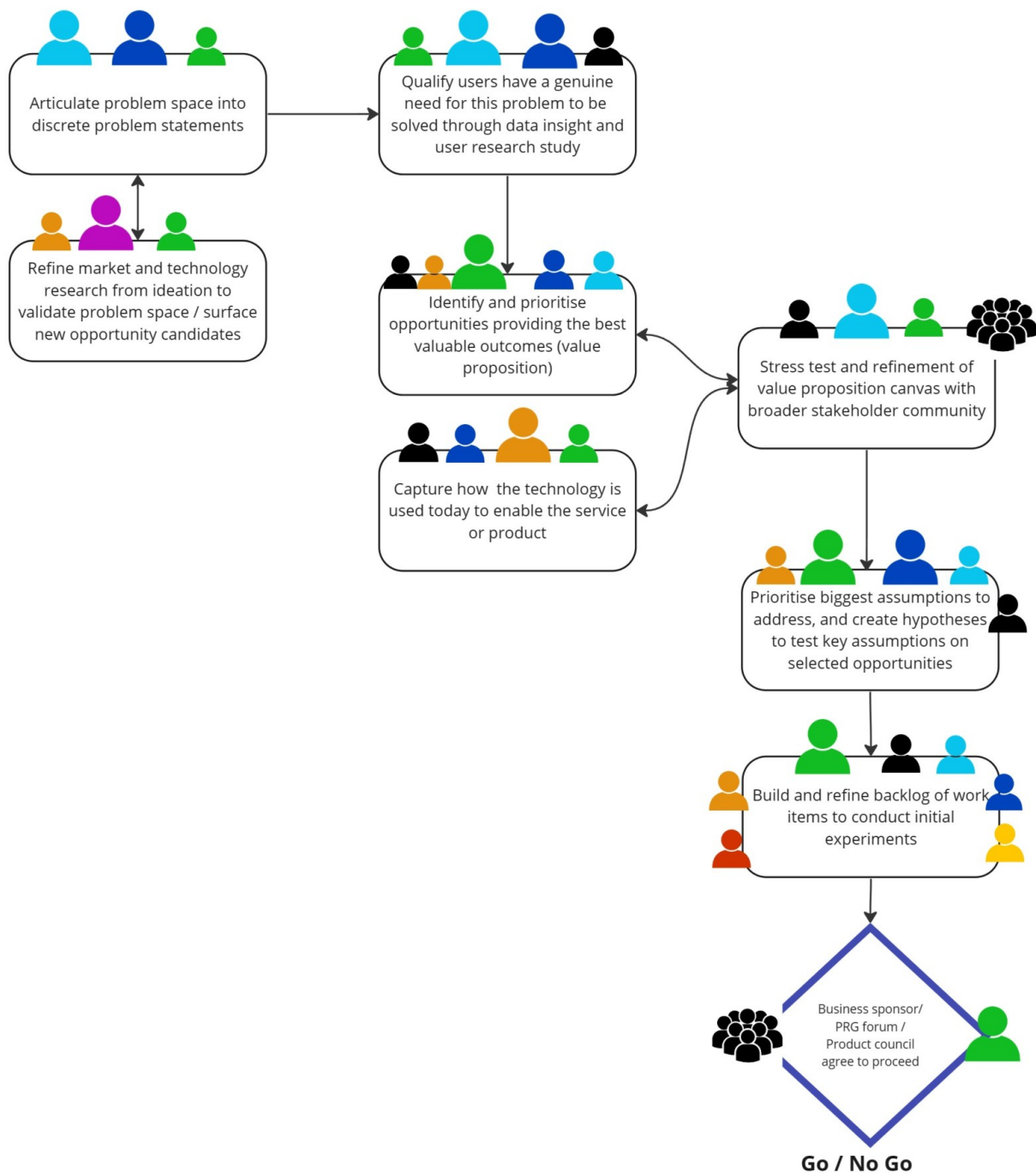
The above outputs are typically summarised within a discovery paper

☐☐Golden Thread Practices

- [Visioning](#)
- [Root cause analysis](#)
- [Generative research](#)
- [Human centred design](#)
- [Hypothesis thinking](#)
- [Value definition](#)
- [Value Prioritisation](#)

☐☐Golden Thread Techniques

[5 Whys](#)
[Value Proposition Canvas](#)
[Empathy Mapping](#)
[User Journey Mapping](#)
[OKR Mapping](#)
[Problem Definition](#)
[Opportunity Solution Tree](#)
[User interviews](#)
[Observational study](#)
[Surveys](#)
[Assumption impact quad...](#)



Key capabilities



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