Discovery

> 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
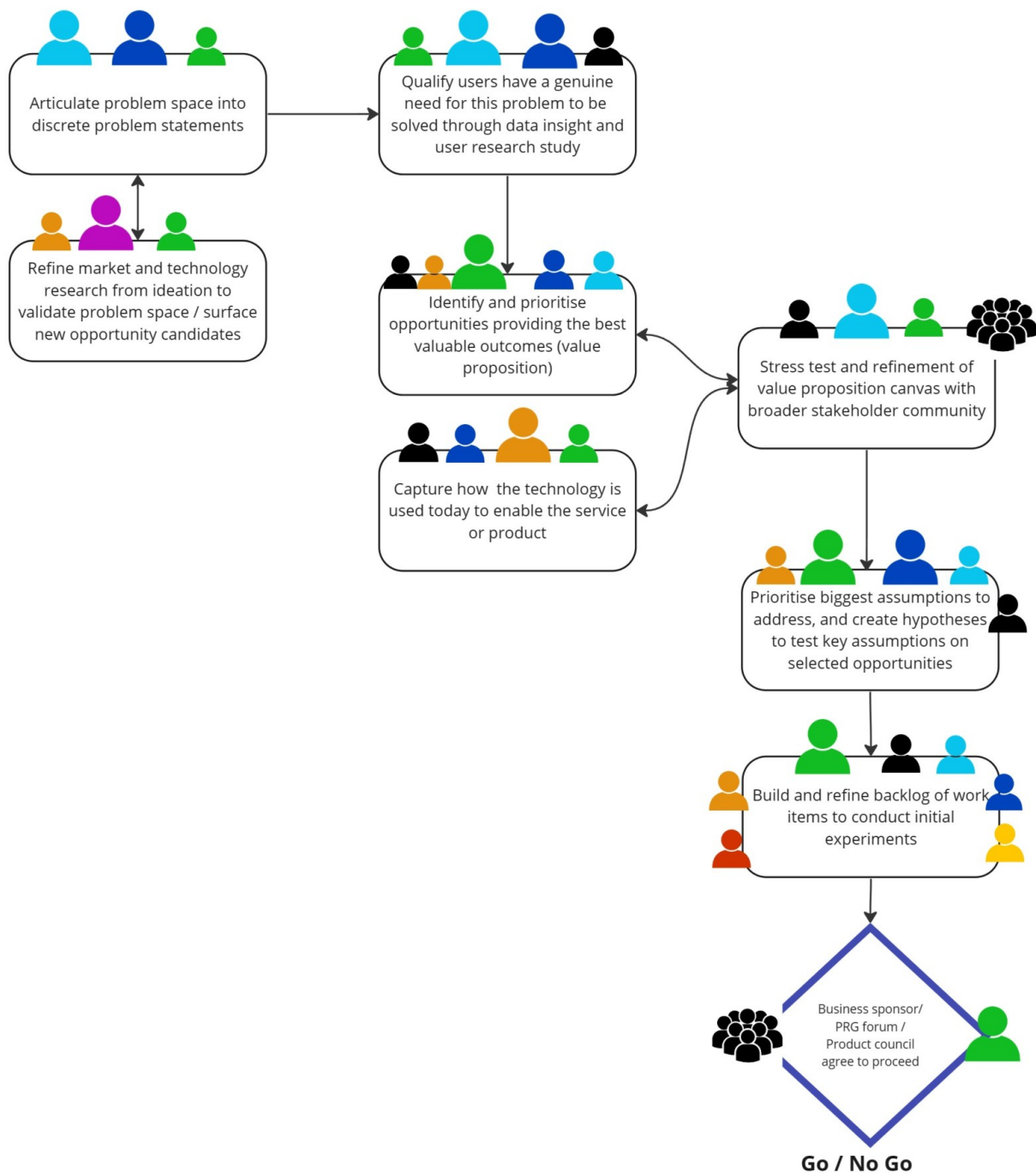
User Journey Mapping

OKR Mapping

Problem Definition

Opportunity Solution Tree

User interviews

Observational study

Surveys

Assumption impact quad...

Articulate problem space into discrete problem statements

Qualify users have a genuine need for this problem to be solved through data insight and user research study

Refine market and technology research from ideation to validate problem space / surface new opportunity candidates

Identify and prioritise opportunities providing the best valuable outcomes (value proposition)

Stress test and refinement of value proposition canvas with broader stakeholder community

Capture how the technology is used today to enable the service or product

Prioritise biggest assumptions to address, and create hypotheses to test key assumptions on selected opportunities

Build and refine backlog of work items to conduct initial experiments

Business sponsor/ PRG forum / Product council agree to proceed

Go / No Go

Key capabilities

Core Team

User Research

Service Design

UX Design

Tech Architecture

Product

Development

Operations

Delivery

Data / Analytics

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