

Research & Design: Discovery Plan

Scoping, Resourcing & Planning Discovery

Pre-Discovery Planning

Everything that needs to be in done by R&D before Discovery Starts

- Identify key Stakeholders
- Identify Key Services Involved.
- Plan & Schedule Primary Research
- Kick-off brief session with Core Discovery team
- Plan Stakeholder / Service Workshops
- Define Discovery brief & Manage expectations

Discovery Team

Core Discovery

- Product / Project Manager
- User Researcher
- Service Designer

Supportive Discovery

- Technical Architect
- Data Analyst
- UX Designer

Discovery Phase

We can't make an informed decision

- Primary Research
- Current State Blueprint
- Expert Review
- Competitor Analysis

- Existing Systems & Processes
- Existing Analytics
- Identify best practice guidelines & principles for the service
- Workshops with the Services, Contact Centre
- Technical Discovery

Discovery Conclusion

We can make an informed decision

Key Owner: **Architect, UX, UR & SD**

- Current State Blueprints
- Primary Research
- Existing Architecture
- Technical Discovery
- Expert Review
- Competitor analysis
- Existing Analytics

Key Owner: **Product Manager**

- Defined problem statement
- Hypothesis
- Key unknowns & Assumptions
- Refined Value Proposition
- High level outcome roadmap
- Experiment backlog
- Indicative size of opportunity

Revision #2

Created 22 September 2023 15:26:15 by James Hall

Updated 22 September 2023 15:34:05 by James Hall