

Questions for a product lead and business / service owner

At the back end of discovery we should ask the following questions to increase confidence in the business case. These questions should be part of a collaborative conversation in the amigos style.



1. **Validation with Technical Architect**

- Have you discussed the product goal and solution approach with a technical architect?
- Has the technical architect deemed the approach both technically feasible and financially viable?

2. **Confidence in Solution Delivery**

- Do you have a high level of confidence that you can deliver a solution that effectively meets the value proposition? On what basis?
- Have there been any prototypes or POCs (proof of concepts) created to validate your confidence?

3. **Trade-offs and Value Delivery**

- Can you outline potential trade-offs or decision-making scenarios you anticipate during the development phase?
- How do you plan to prioritize features to ensure timely value delivery?

4. **Assumptions on Scalability and Longevity**

- What are your projections for scalability? How do you foresee the product/service scaling over time?

- Have you considered how technology or market changes may impact the longevity of your current approach?

5. **Non-functional Requirements**

- Are there specific non-functional requirements you've identified, such as data volume, service uptime, performance metrics, or security protocols?
- How did you come to these non-functional requirements, and how critical are they to the product's success?

6. **Critical Components vs. Flexible Components**

- Which components of the product/solution are non-negotiable and critical for launch?
- What elements do you foresee being able to change or iterate upon post-launch based on user feedback or market dynamics?

7. **Consumer Identification and Targeting**

- How have you identified and segmented the potential consumers of the service?
- What strategies or channels are you using to reach and deliver value to these consumers?

8. **Operational Costs and Outsourcing**

- How have you calculated the operational costs associated with this solution, and what is the projected impact on the business's bottom line?
- If there's a need to outsource specific skills or services, how does this affect the business case? Have you compared the costs of insourcing versus outsourcing?

9. **Technical Dependencies and Integrations**

- Are there any third-party services or platforms on which your solution is dependent?
- Have you considered potential risks or challenges with these integrations, and do you have a mitigation plan?

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