

Opportunity Solution Tree

□ What is it

- A visual aid that can help you find the best place to focus your team's energies on which problems to solve, whilst ensuring you consider enough opportunities.

□□ Who

- Bring together the team and other key stakeholders with insight on the problem/opportunity area for an initial session - recommend around 5-8 people
- Then use a much smaller group to review and refine in a follow up session - no more than three people

□□ Running the technique

- Have the Product Lead/Business Owner pick a desired outcome.
- Generate opportunities (or problem statements) for achieving the desired outcome. Discuss as a team. (tip: if your team jumps straight to solutions, ask them what specific problem their solution solves, and capture that).
- Brainstorm solutions to specific opportunities. Discuss as a team.
- Have the team vote on the solutions with the most potential for success
- Prioritise hypothesis to test for the top solution ideas.

□□ Authoritative source

- <https://www.producttalk.org/category/opportunity-solution-tree/>

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