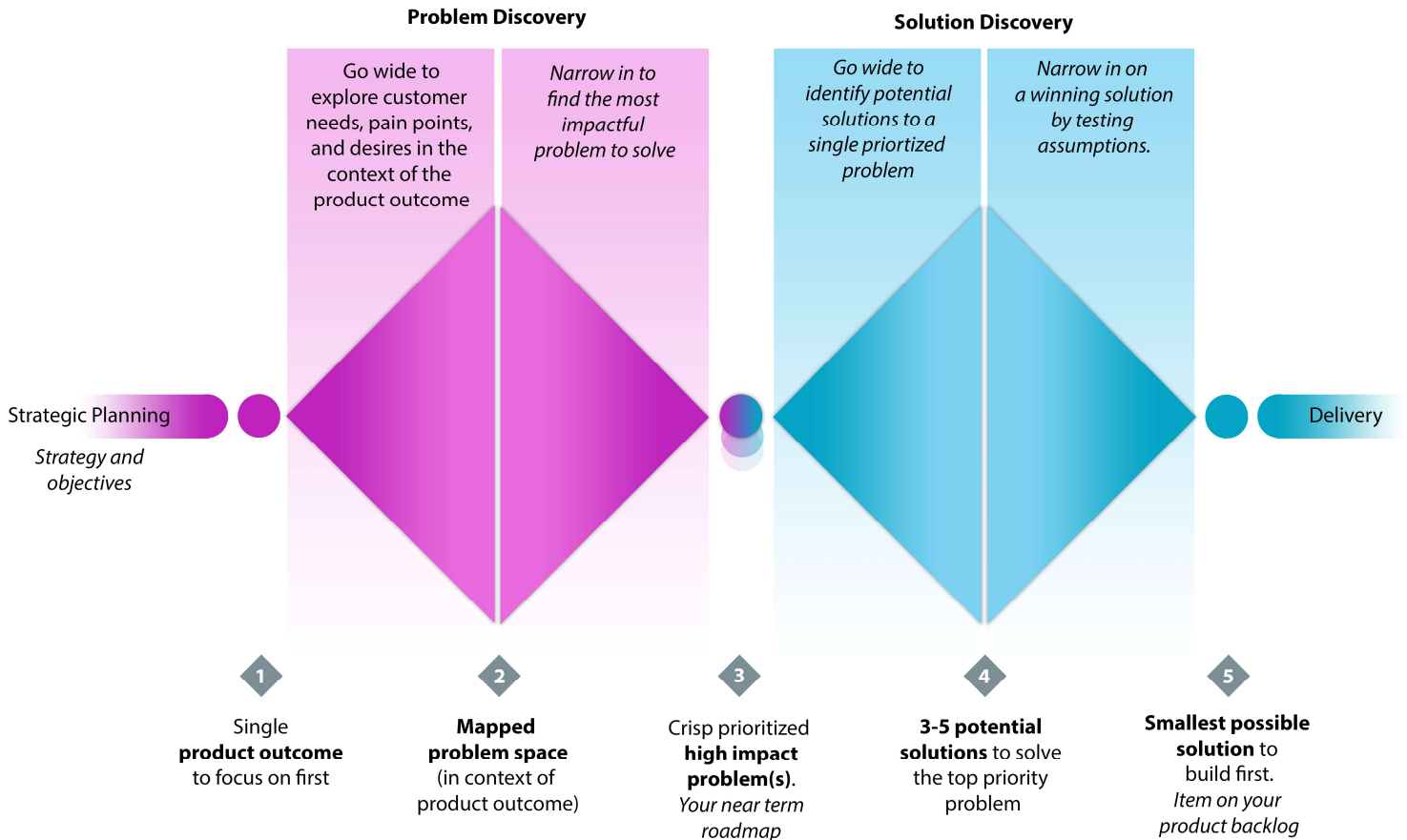


The Product Discovery Process For The Empowered Product Team



Activities:

Generative research

Customer interviews
Competitive research
Generative Surveys
Sales & support team feedback
User experience mapping
Jobs to be done analysis
...

Prioritization

Customer Interviews
Problem stack ranking
Compare and contrast
Stakeholder input
Messaging tests
...

Generating solutions

Brainstorming
Design Sprint
Stakeholder feedback
Assumption gathering
Reviewing feature requests
...

Testing assumptions

Assumption mapping
Code prototypes
UX tests
Wireframe testing
Landingpage tests
...

Responsibilities:

Product Manager together with **Product Designer** lead through the generative research to identify crisp customer pains, needs, and desires. The **Tech Lead** and ideally engineers participate and contribute to build a mental model of customer problems.

Product Manager, Product Designer and **Tech Lead** compare and contrast problems, do additional validation, and prioritize crisp problem(s) to focus on first. The **Product Manager** is eventually accountable for the prioritization.

Product Manager, Product Designer and **Tech Lead** are all responsible to come up with potential solutions to solve the highest priority problem. From there they will map and prioritize critical assumptions around desirability, usability, feasibility, and viability underlying these solutions.

Product Manager, Product Designer, Tech Lead and development team test the critical assumptions through narrowly scoped experiments. Based on the outcome of these experiments the team picks a smallest possible winning solution.