

Framing your discovery

The framing phase is a moment of alignment between the product team members (Product Managers, Product Designers...) and the key stakeholders on the expected impact and scope of the discovery. During the framing phase, you will reach alignment on: the target audience you'll need to learn from, the unknowns to discover and the hypotheses to test.

Activities:

- 1 - Define the profiles you need to learn from
- 2 - Highlight what you need to learn
- 3 - Select your discovery activity(ies)
- 4 - Write your engagement card

Deliverable:

Opportunity Discovery engagement card

As our business outcome is _____

We, as a Product team, want to impact _____

To reach this expected outcome, we'll focus on capturing insights on _____

Through _____

To generate opportunities in _____ .



Frame your discovery

A 3-step process to define your discovery objectives and build your discovery engagement card

1 - Define target user profile

Looking at the product outcome you are working on, list the profiles that have impact on this outcome, and you want to learn from.

Tip:

When facing too many profiles, prioritize hot target profiles, meaning the one(s) with the most direct impact on the product outcome you are working on.

2 - Highlight what you need to learn

Steps:

- 1 Share all the things you want to learn from the target audience you previously defined. Share as many things as you want, it may be hypothesis (I believe that...), unknowns (What are the...). Make sure they are related to the product outcome you are working on.
- 2 Create clusters with items that are similar or close (when relevant)
- 3 Collectively prioritize the most important things to learn.
This will become your discovery. (depending on how

Tips:

- You are looking for user behaviours, struggles, needs, expectations, triggers that make them use your solution, or your competitor's one, ...
- Careful, the more different things to learn you prioritize, the less you'll be able to deep dive into conversations with users: up to 3 discovery objectives per discovery cycle is a good target.

3 - Select the discovery activities

Select the relevant discovery activities to collect the learnings you need. You can resort to interviews, benchmarking, data, stakeholders interviews, ...

Frame your discovery

A 3-step process to define your discovery objectives and build your discovery engagement card

A - Target user profile

Who will have the most impact on your product outcome?

B - Highlight what you need to learn

What are your discovery objectives?

C - Map the discovery activities

How are we going to get the learnings?

Discovery engagement card

Synthesize what you defined with a short brief.

A - The business outcome

Increase ARR to \$300M

B - The product outcome

Increase signups from consultants by 20% MOM

B - The activities

C - Map the discovery activities
How are we going to get the learnings?

C - Discovery objectives

B - Highlight what you need to learn
What are your discovery objectives?

B - The time frame

C - The profile(s)

A - Target user profile
Who will have the most impact on our product outcome?

Opportunity Discovery engagement card

As our business outcome is _____

We, as a Product team, want to impact _____

To reach this expected outcome, we'll focus on capturing insights on _____ from _____

Through _____

To generate opportunities in _____ .