

Two days on your team's real product

Methods and habits to find opportunities, test ideas and build what creates value.

FORMAT

2 days, up to 8 hours each, or 3 days of 5 hours

WHERE

Online (Miro or Mural) or on-site

GROUP

Up to 16 participants

WHO

Product managers, designers, tech leads and engineers, UX researchers, business stakeholders

BEFORE

Scoping and tailoring

- A scoping call on your team's discovery practices, products and challenges
- The case and exercises shaped around your real context
- A short preparation guide
- Everyone brings a real product challenge or opportunity

DAY 1

Discover and understand

1. **Foundations:** the product development process, and what discovery means in practice
2. **Structure:** the Opportunity Solution Tree and the 3W Loop
3. **Outcomes:** from business goals to product outcomes, from output to outcome thinking
4. **Opportunities:** identifying, mapping and prioritizing them
5. **Research:** how it leads to better product decisions

DAY 2

Validate and plan

1. **Ideation and solution design:** turning opportunities into testable hypotheses
2. **Assumption mapping** across desirability, viability and feasibility
3. **Validation methods:** in-depth and story-based interviews, lightweight demand tests, synthesis
4. **Experiment design** with Test Cards and Learning Cards: everyone leaves with a test plan for a real opportunity

AFTER

Action report

- How to embed discovery in your team's rhythm
- A roadmap for what to prioritize next
- Optional ongoing support

What you leave with

Product outcomes, not features

Business goals turned into outcomes a team can move

An Opportunity Solution Tree

One outcome, the customer problems under it, the solutions to test

An assumption map

Sorted by how little evidence you have and how much a wrong one costs

A Test Card for everyone

An experiment on real work, with the pass mark written first

A discovery practice plan

Who talks to customers, how often, and where it sits in your sprints

An action report

What to change first, and what to prioritize next