FORM CONTINUOUS DISCOVERY HABITS TO INCREASE SPEED OF LEARNING AND DRIVE AGILITY

ABOUT ME

- ⭐ Agile Coach since 2009
- ⭐ Product Program & Operations Manager
- ⭐ Working out loud in my Digital Garden 🌱

3 MAIN TOPICS TODAY

- About Continuous Discovery Habits
- Form Continuous Discovery Habits
- Drive Agility with Continuous Discovery Habits

ABOUT CONTINUOUS DISCOVERY HABITS

CREDITS

Marty Cagan

Foundational insights on Product Discovery and Product Delivery

Teresa Torres

Worldwide movement of Continuous Discovery Habits

CONTINUOUS DISCOVERY HABITS

At a minimum, weekly touchpoints with customers

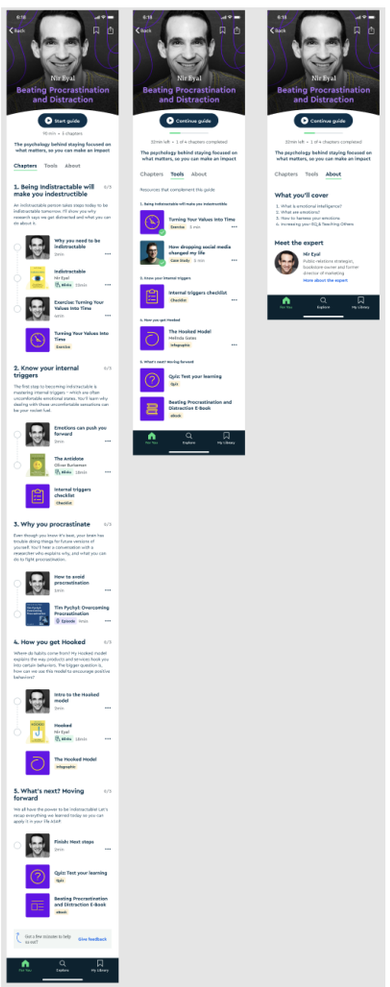
By the team building the product

Where they conduct small research activities

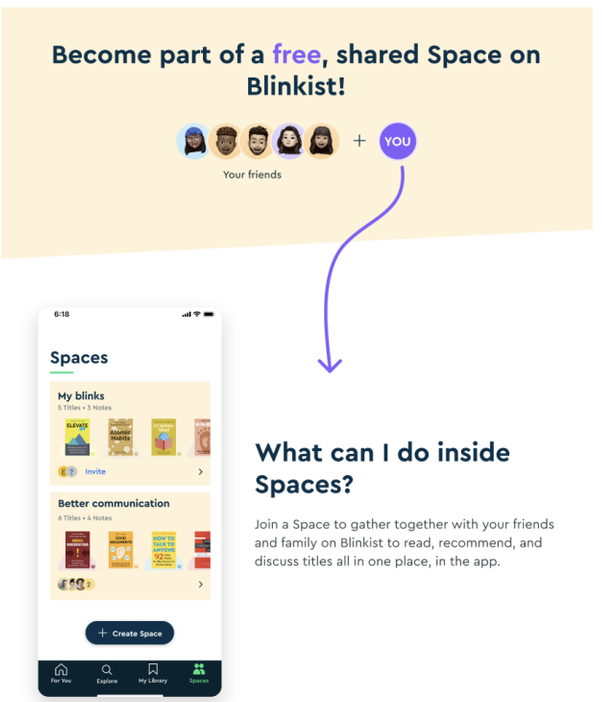
In pursuit of a desired outcome

CONTINUOUS DISCOVERY HABITS FOR 3 PRODUCT FEATURES

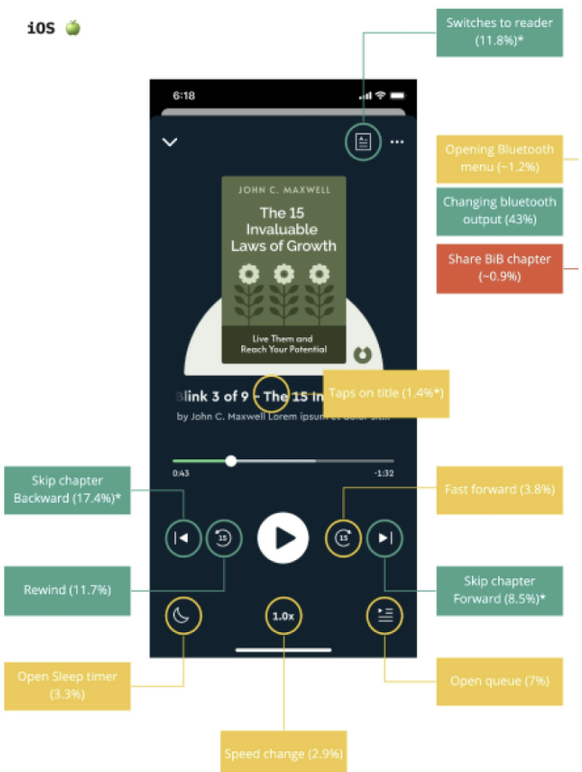
Blinkist Guides



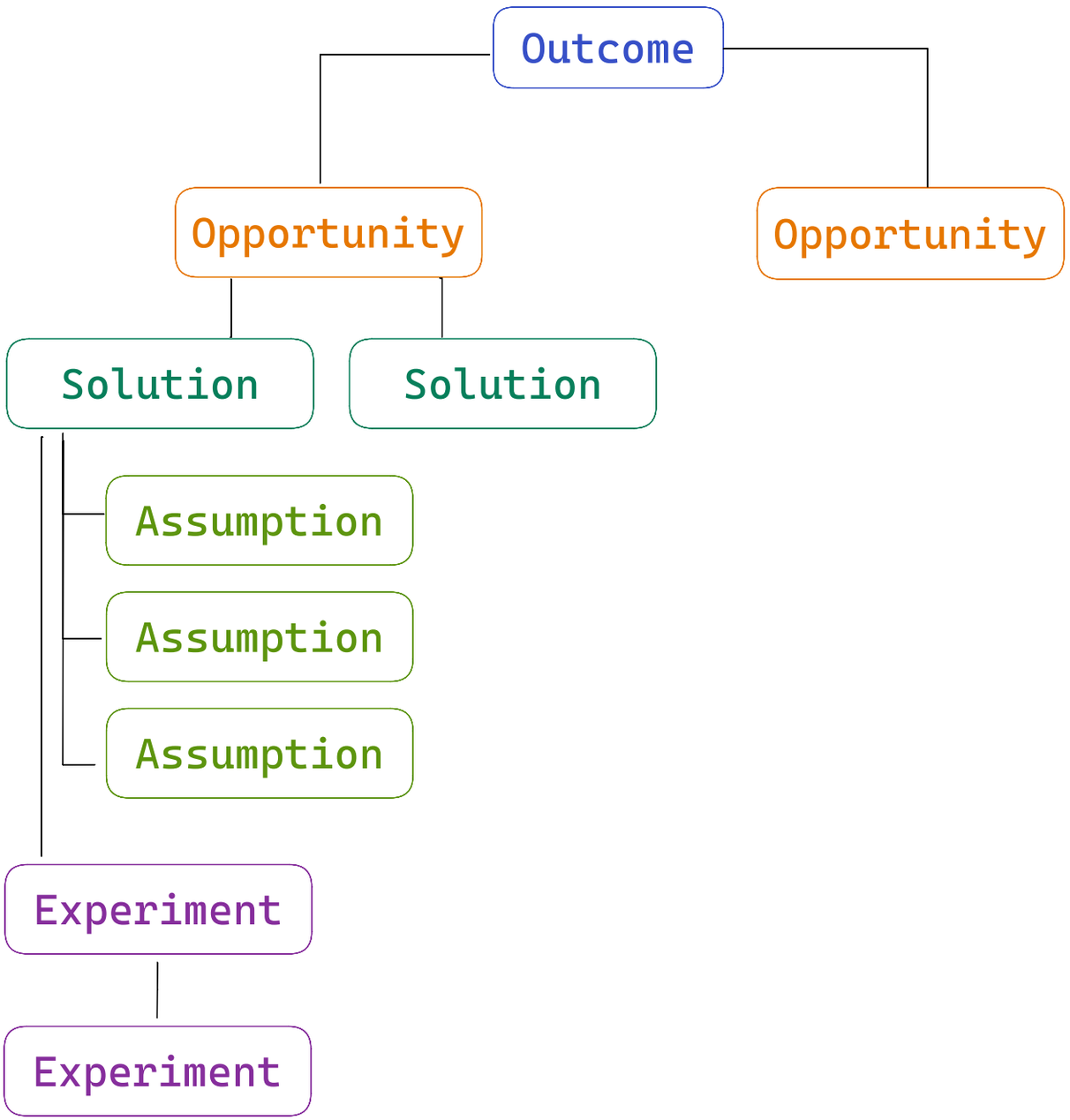
Blinkist Spaces



Smart Companion



OPPORTUNITY SOLUTION TREE



DESIRED PRODUCT OUTCOME

A CHANGE IN CUSTOMER BEHAVIOR

Increase number of Power Customers

Customers that had 4 or more content active days in the last 28 days.

OPPORTUNITIES

CUSTOMER NEEDS, DESIRES OR PAINT POINTS

- ⭐ Knowledge Retention
- ⭐ Sharing Insights
- ⭐ Reader and Player User Experience

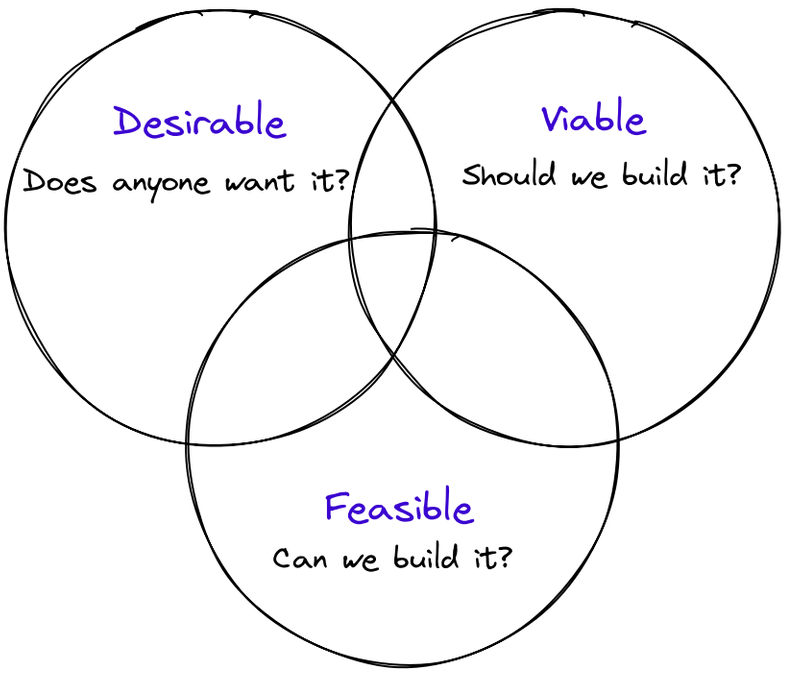
SOLUTIONS

CONCRETE APPROACHES TO ADDRESS AN OPPORTUNITY

- ⭐ Blinkist Guides
- ⭐ Blinkist Spaces
- ⭐ Address Reader and Player pain points

ASSUMPTIONS

ASSUMPTIONS THAT NEED TO BE TRUE IN ORDER FOR OUR SOLUTIONS TO SUCCEED



Usable: Is it usable?

Ethical: Is there any potential harm in building this idea?

LEAP OF FAITH ASSUMPTIONS

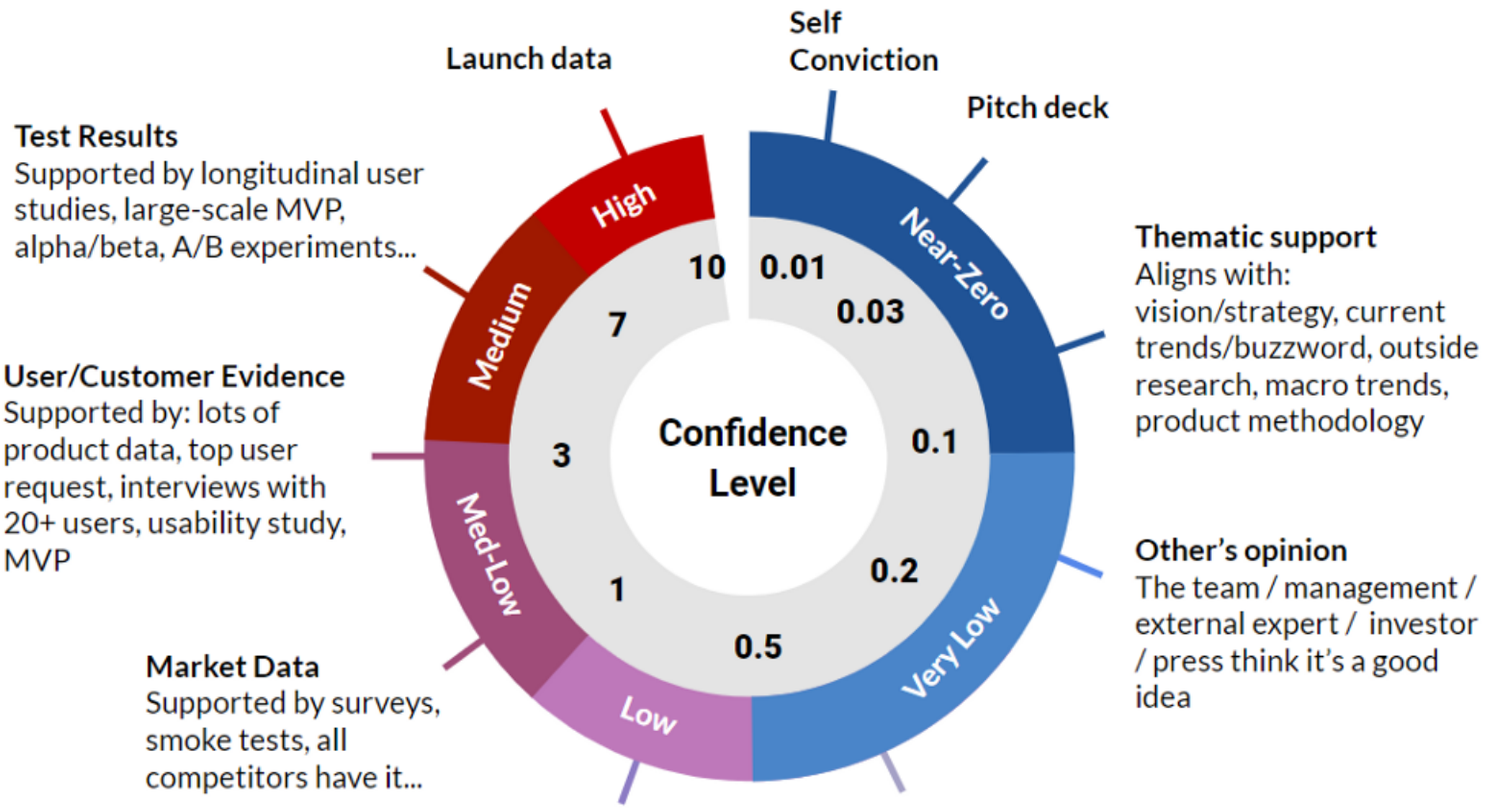
IMPORTANT ASSUMPTIONS WHERE WE HAVE WEAK EVIDENCE

OUR ASSUMPTIONS

⭐ The Guides format leads to longer and repeated content interaction and perceived increased knowledge retention

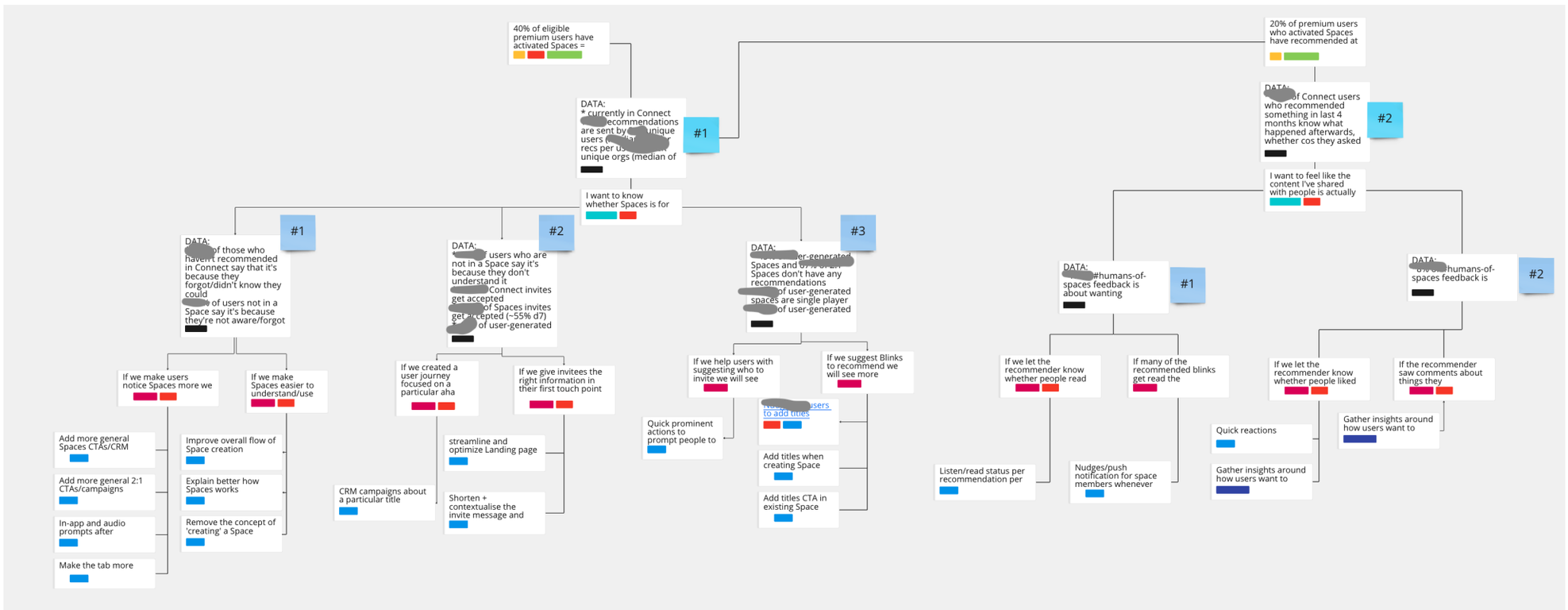
⭐ Members who faciliate a Blinkist space are more engaged and become Power Customers

INCREASE CONFIDENCE TO TAKE A DECISION

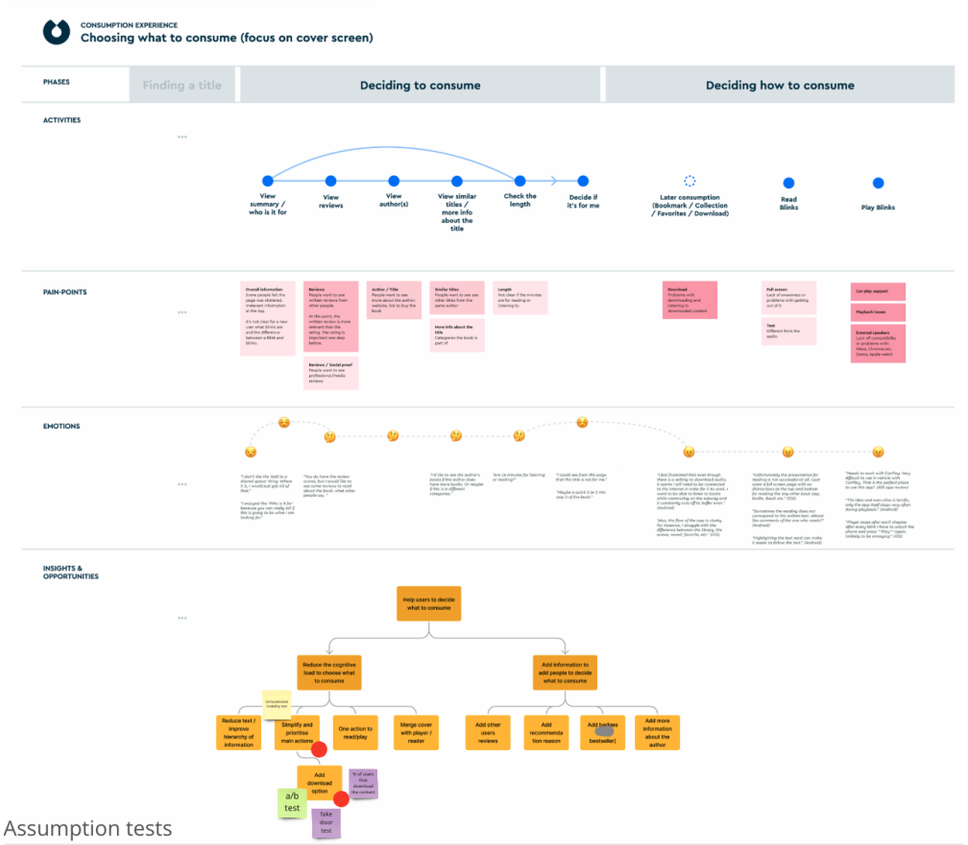


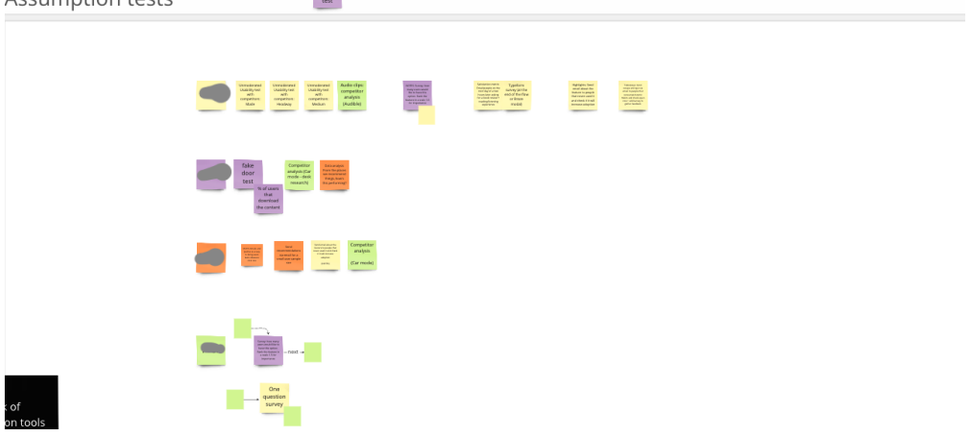
Source: Confidence Meter by Itamar Gilad - https://itamargilad.com/the-tool-that-will-help-you-choose-better-product-ideas/

SOME EXAMPLE OPPORTUNITY SOLUTION TREES (1)

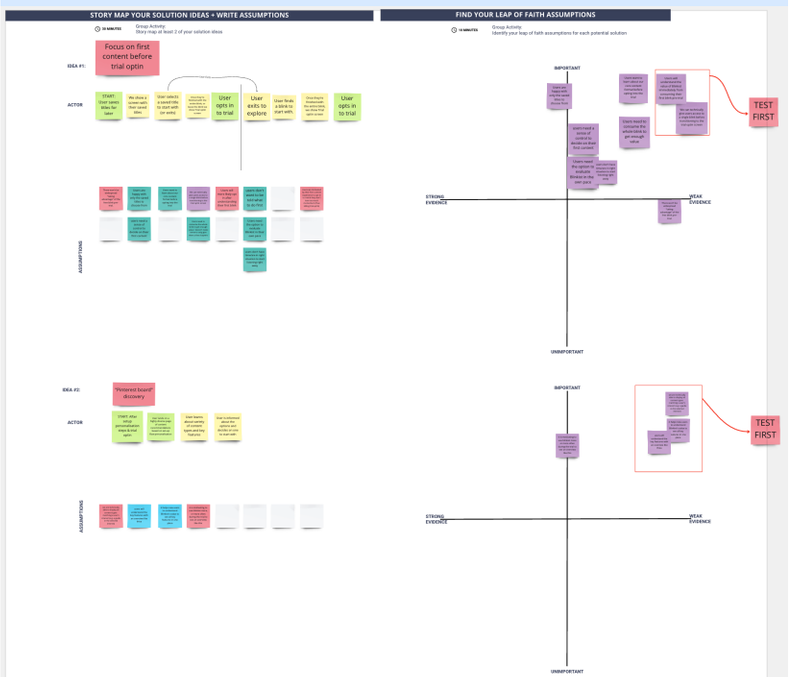


SOME EXAMPLE OPPORTUNITY SOLUTION TREES (2)

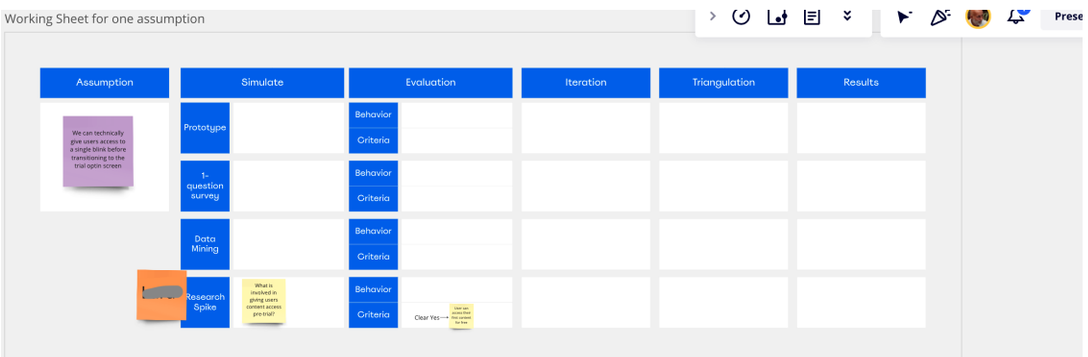




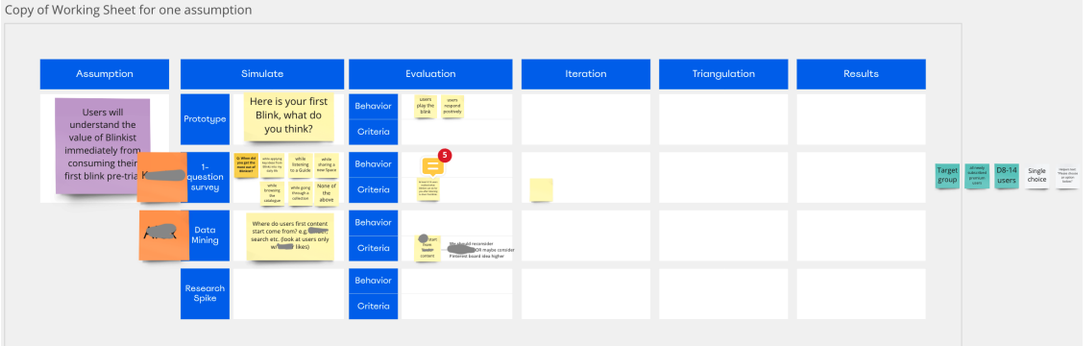
SOME EXAMPLE ASSUMPTION TESTING (1)



Working Sheet for one assumption

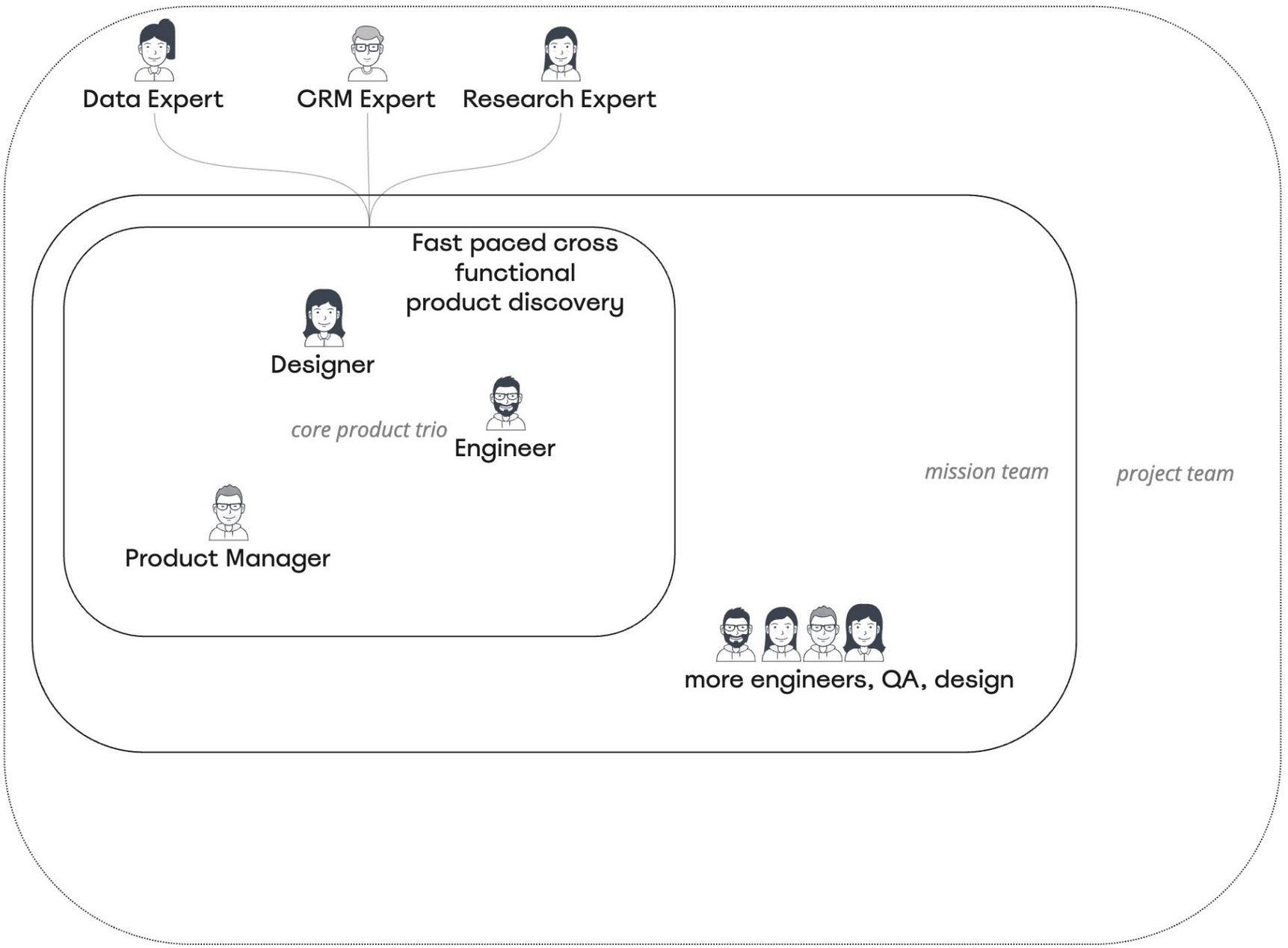


Copy of Working Sheet for one assumption



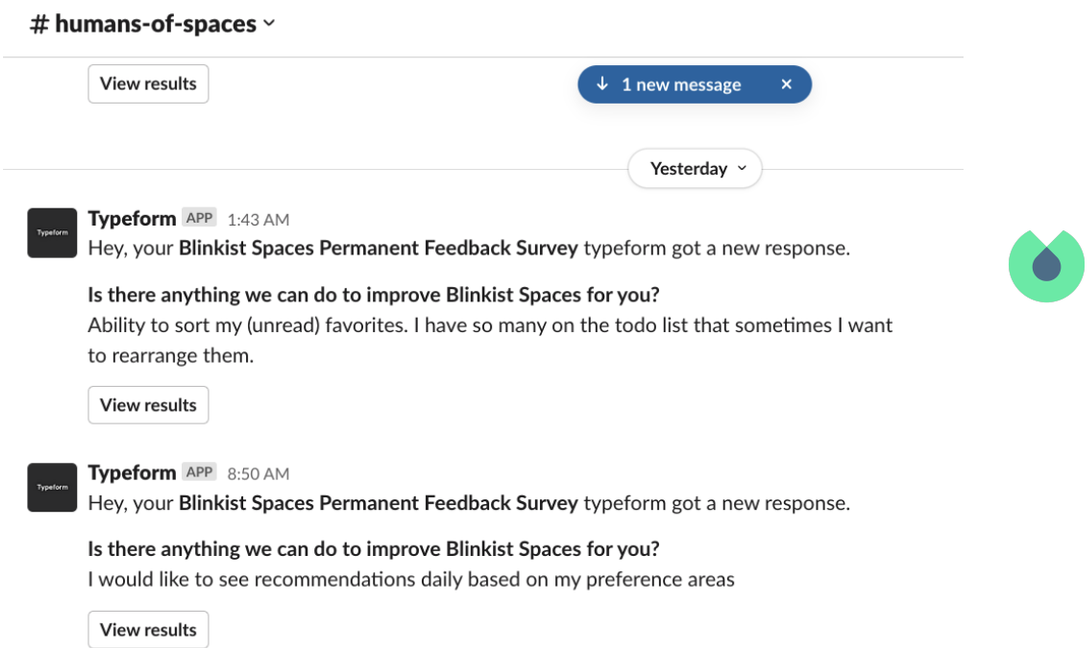
FORM CONTINUOUS DISCOVERY HABITS

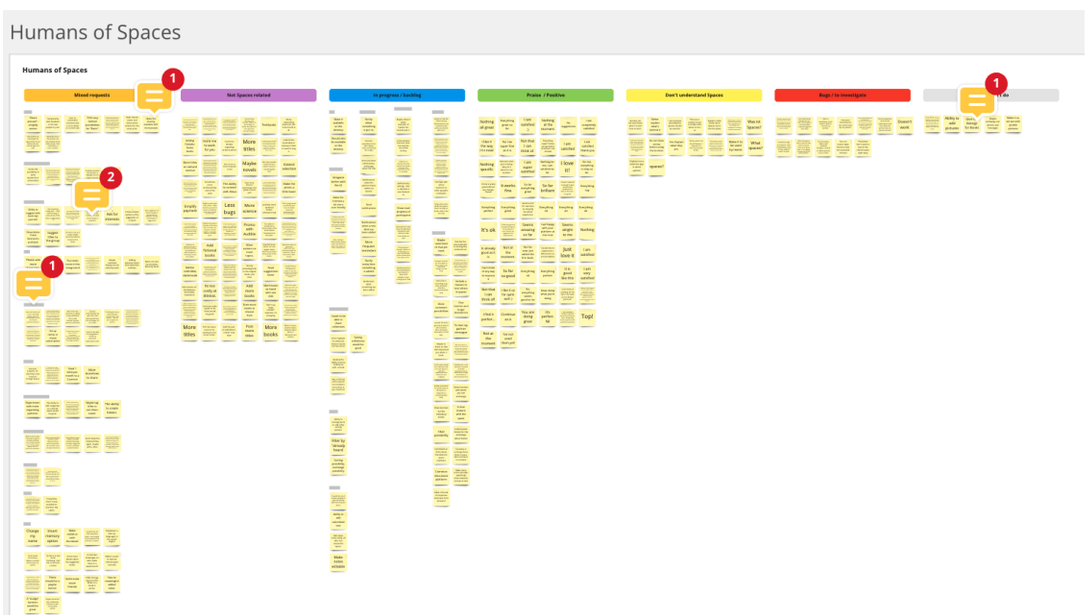
PRODUCT TRIOS TO CONTINUOUSLY DRIVE DISCOVERY



ENHANCE PRODUCT DISCOVERY CAPABILITIES (1)

⭐ In App surveys and flexible App components





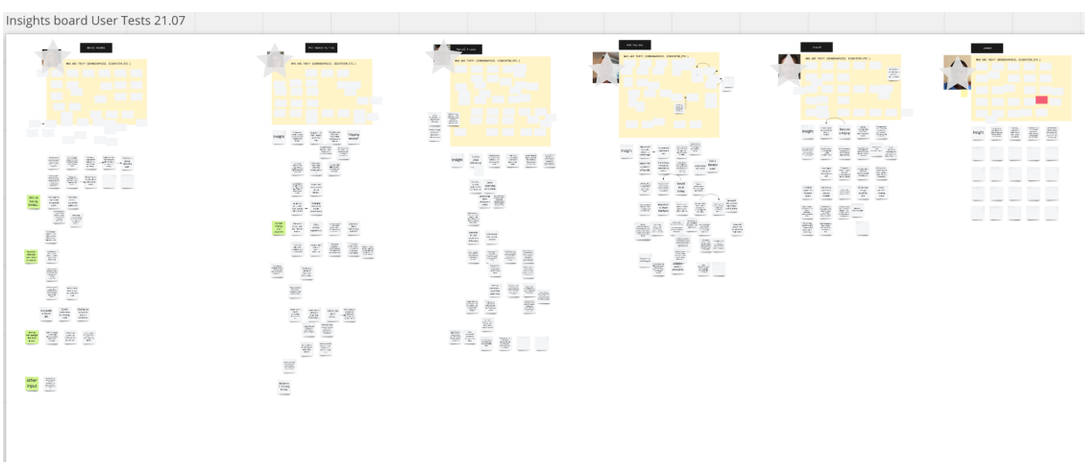
ENHANCE PRODUCT DISCOVERY CAPABILITIES (2)

⭐ Design Sprints and fast ideation cycles

⭐ 4-6 interviews in a day

⭐ fast insights extraction

⭐ new version a day later

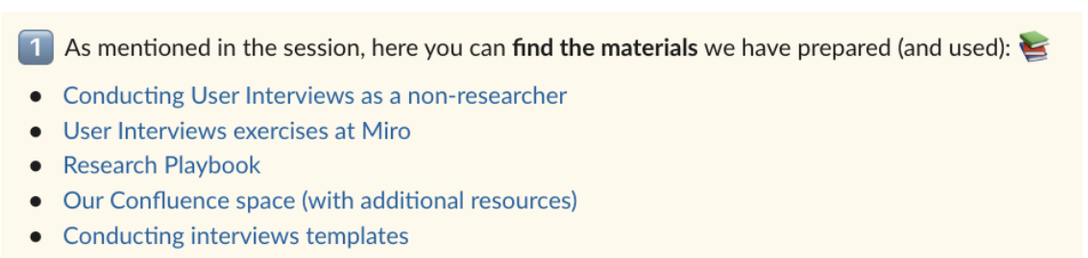


ENHANCE PRODUCT DISCOVERY CAPABILITIES (3)

⭐ Enhance interviewing tools, techniques and skills

⭐ Run interview trainings and provide learning material

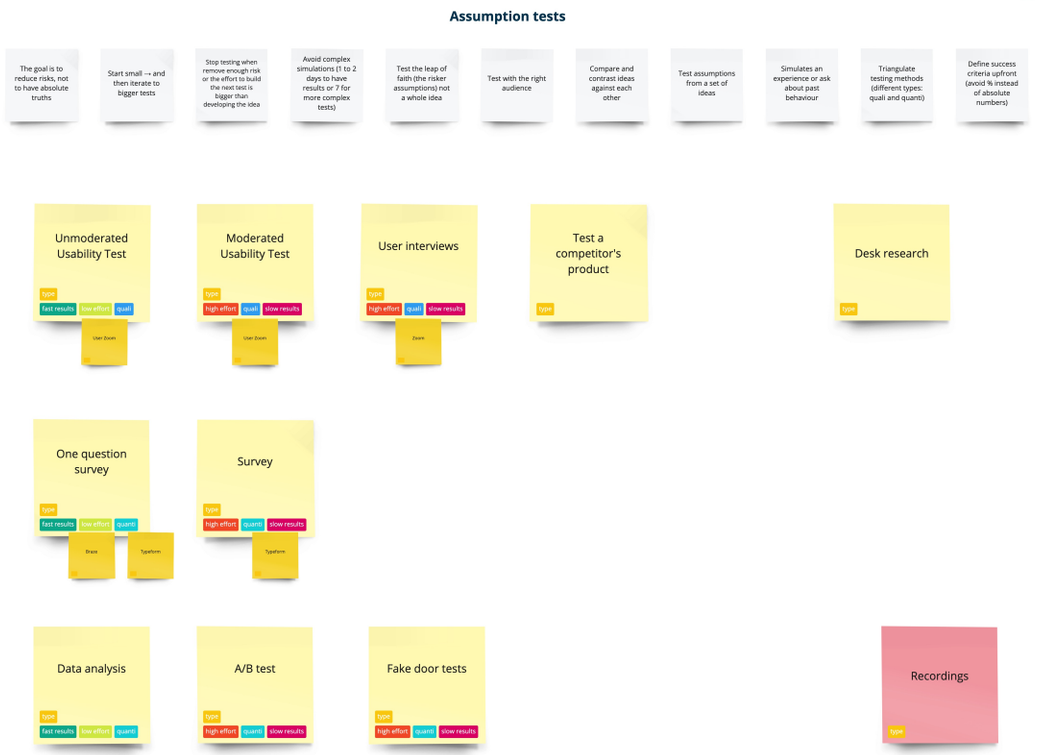
⭐ Invest in proper tooling to run and synthesize interviews


1️⃣ As mentioned in the session, here you can **find the materials** we have prepared (and used): 📚

- Conducting User Interviews as a non-researcher
- User Interviews exercises at Miro
- Research Playbook
- Our Confluence space (with additional resources)
- Conducting interviews templates

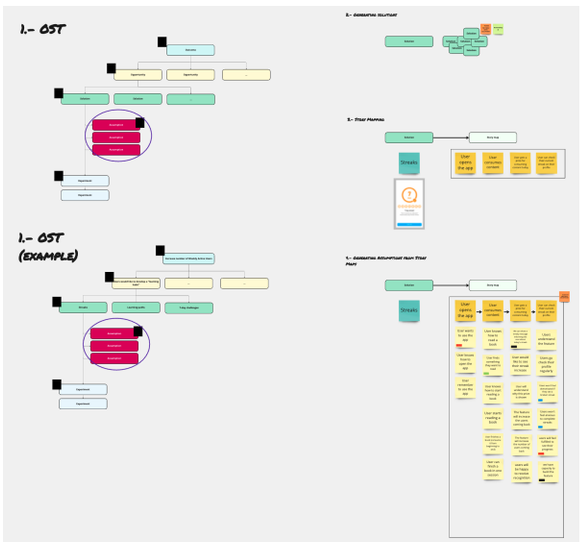
ENHANCE PRODUCT DISCOVERY CAPABILITIES (4)

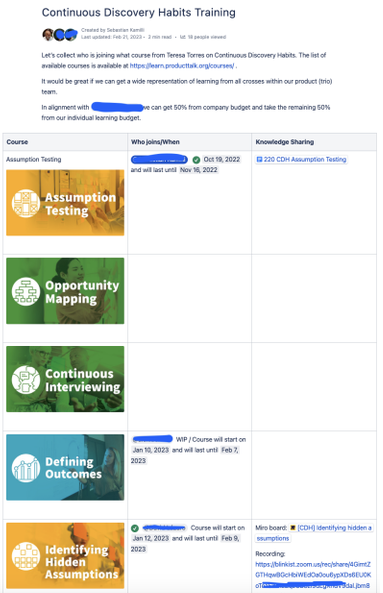
⭐ Fit discovery approach to current stage of discovery

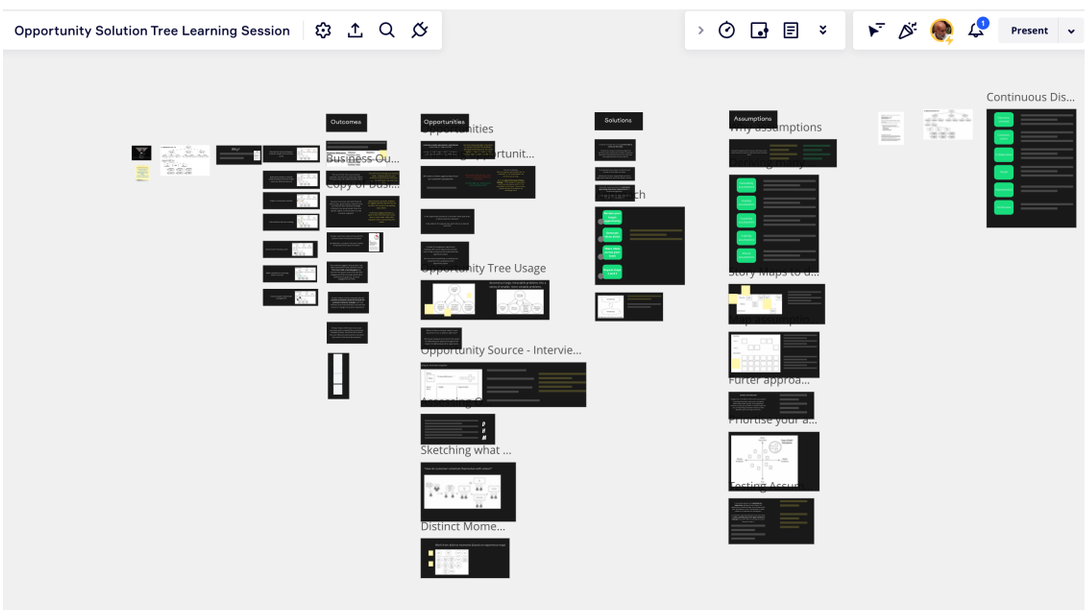


COLLABORATIVE LEARNING & CROSS POLLINATION

- ⭐ Attend CDH trainings and share
- ⭐ Share Discovery progress
- ⭐ Retrospect across Product Trios







DRIVE AGILITY WITH CONTINUOUS DISCOVERY HABITS

BASED ON AGILE 2 VALUES & PRINCIPLES

BUSINESS UNDERSTANDING & TECHNICAL UNDERSTANDING (V)

Technology personnel need to take an interest in business issues.

Business personnel need to take an interest in technology issues.

⭐ Product Trios include technical and business aspects

⭐ Viability and Feasibility in Assumption Tests

⭐ OST with (business) Outcome and strong user focus

THOUGHTFULNESS & PRESCRIPTION (V)

Thoughtfulness means considering context, and taking action only after one has attempted to understand the situation.

Prescription means following predefined steps, as in a framework, unchanged and not tailored to the situation, without necessarily understanding or being thoughtful about those steps or what they are for.

- ⭐ CDH as powerful methodology
- ⭐ Understand problem and solution space
- ⭐ Outcomes map to business context and customer change in behavior

ADAPTABILITY & PLANNING (V)

Adaptability means expecting that plans need to change, and being prepared to revise plans. Planning is important because plans set direction for action, and they represent thought about what the best direction is.

- ⭐ The pursued outcomes provide direction.
- ⭐ With CDH we have an approach how to get closer to the outcome
- ⭐ Discovery shapes our next steps continuously

INDIVIDUAL EMPOWERMENT & GOOD LEADERSHIP (V)

Individuals need to have agency: they need to be allowed to decide how to perform their own work, and they need to be given the opportunity to innovate and express new ideas and take chances to try those ideas. By so doing, they exercise personal leadership.

Leaders of others need to empower those they lead, but they also need to assess how much freedom those can handle, and position them for growth.

- ⭐ Apply situational leadership on levels in the OST
- ⭐ Product trio owns exploration of Opportunity-Solution space
- ⭐ Providing ideas is highly welcome

OUTCOMES & OUTPUTS (V)

Outcomes mean the direct and indirect end results that occur after one has taken action.

Outputs refer to what is directly produced by an action: for example, working software is the output of a programming task. Outcomes require outputs, and both matter; but outcomes are what matter most.

- ⭐ Impactful Business Outcomes through Product Outcomes is core to CDH
- ⭐ Faster learning outputs and adaptation towards product outcomes

CONNECTING TO AGILE 2 PRINCIPLES

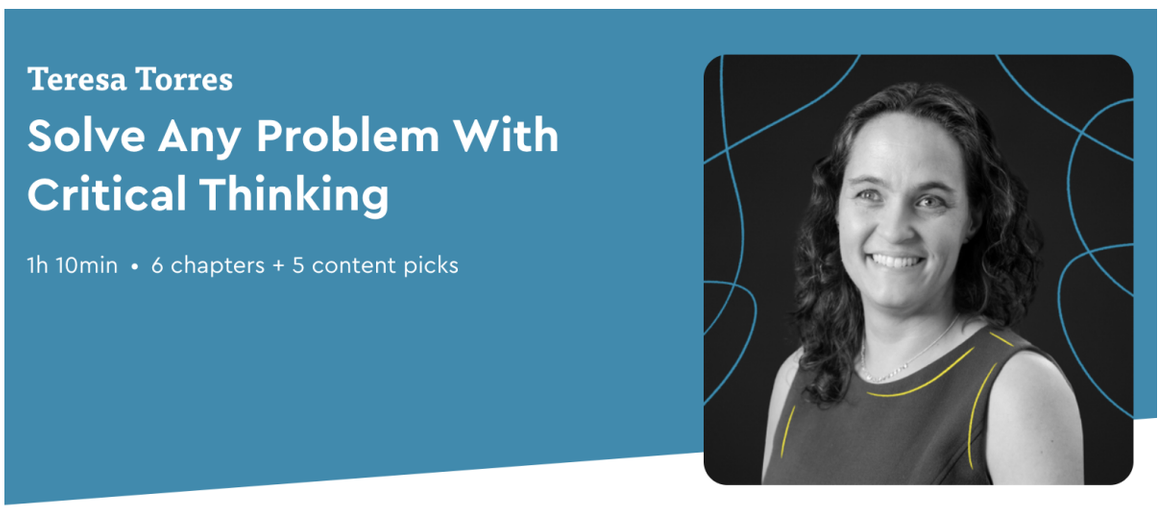
- Obtain feedback from the market and stakeholders continuously.
- The only proof of value is a business outcome.
- Product design must be integrated with product implementation.
- Carefully gather and analyze data for product validation.
- The whole team solves the whole problem.
- Favor mostly-autonomous end-to-end delivery streams whose teams have authority to act.
- From time to time, reflect, and then enact change.
- Validate ideas through small contained experiments.

Full list available in my Digital Garden

NEXT?!

⭐ Want to join a free Blinkist Space around Product Discovery? *DM me on LinkedIn*

⭐ Listen to Solve Any Problem with Critical Thinking



⭐ Visit me in my Digital Garden 🌱 and dive deeper