

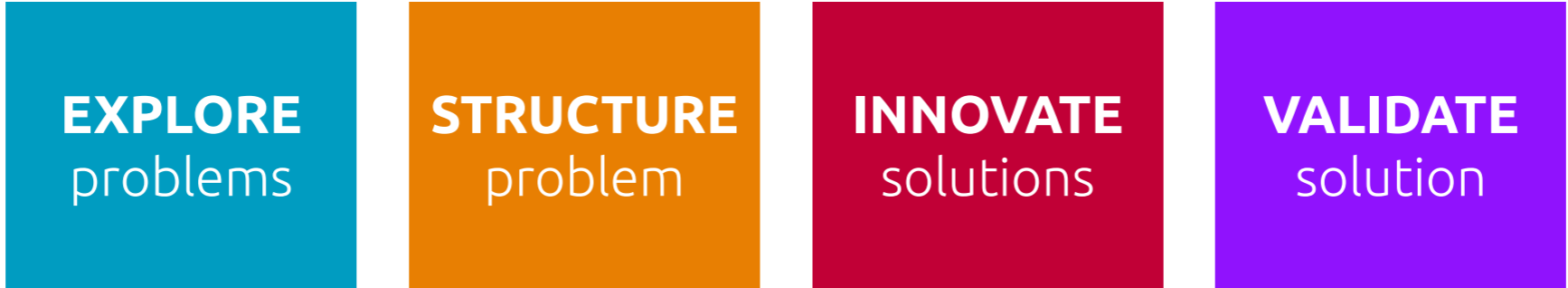
Martin Christensen
Product Transformation Coach



CONTINUOUS & HOLISTIC PRODUCT DISCOVERY



Holistic
Transformation



Business value

I know, I was a customer before

Clear Business Goal

Subscription models work for Spotify and the others, so it will work for us as well

No customers

User value

User Interviews

Personas expressing Needs

This design is fun to create

Prototype

Happy users

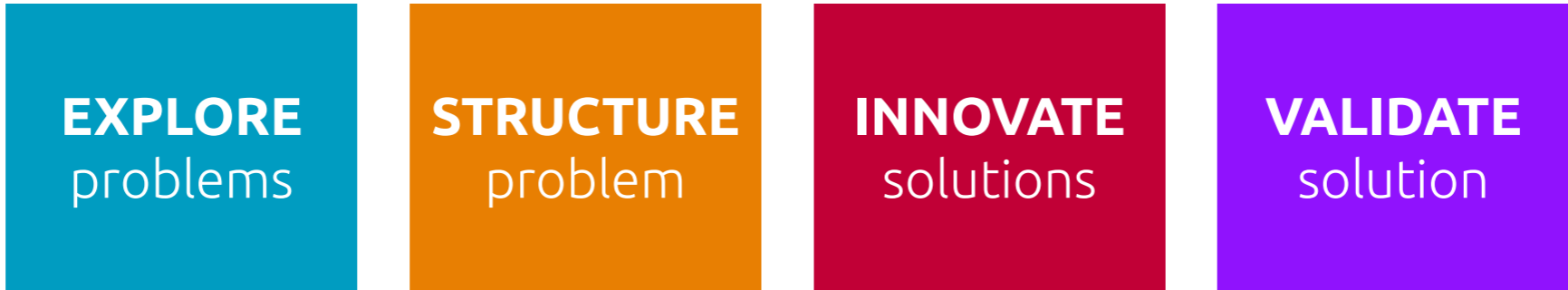
Technical feasibility

Let's use the same framework as last project

Spikes & PoC

It works on our machines, let's just release

Version 1.0

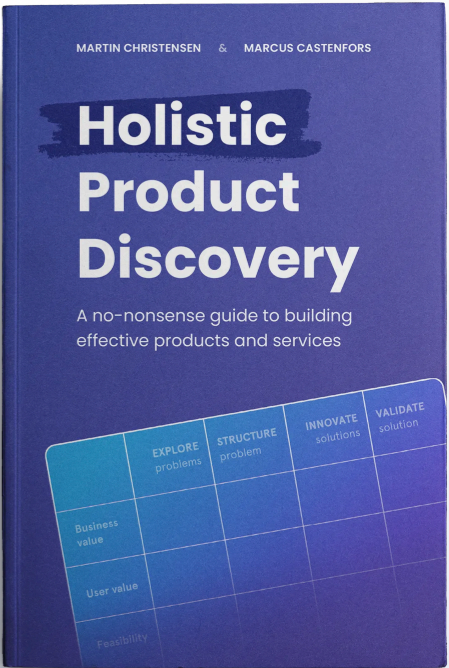


Business value

User value

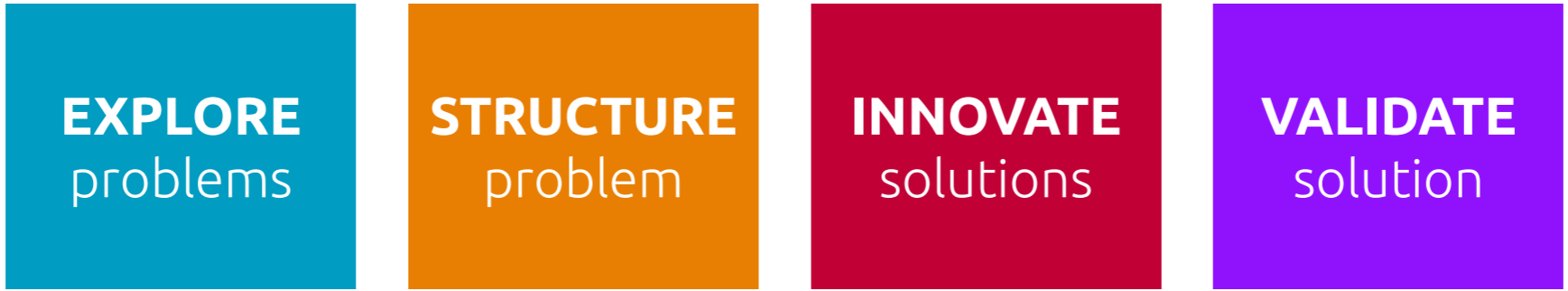
Technical feasibility

<ul style="list-style-type: none"> Market research Customer research Stakeholder interviews Business analysis Competitive analysis Requirements elicitation Data validation Surveys Current state analysis 	<ul style="list-style-type: none"> Business goals Business model canvas Lean canvas OKRs Requirement analysis User stories Job stories 	<ul style="list-style-type: none"> User story mapping Value proposition design 	<ul style="list-style-type: none"> A/B testing Landing pages Google Adwords Requirement validation
<ul style="list-style-type: none"> User research User interviews Customer service interviews Analytics reviews Task analysis Heuristic evaluation Diary studies Observation 	<ul style="list-style-type: none"> Personas User stories Job stories Customer journeys Empathy maps Impact maps Service blueprints 	<ul style="list-style-type: none"> Design studio Participatory design Oblique strategies Future user journeys Sketching Prototypes Idea generation, development and selection 	<ul style="list-style-type: none"> User testing Usability testing
<ul style="list-style-type: none"> Gartner's Hyper Curve Wardley mapping Competitive analysis 	<ul style="list-style-type: none"> Tech Choice Canvas Service blueprint Emergent architecture Architectural models 	<ul style="list-style-type: none"> Thoughtwork's Tech Radar Spikes Proof of concepts 	<ul style="list-style-type: none"> Unit and integration testing (Spikes) System testing (Proof of concepts)



Read this book for more about this framework →

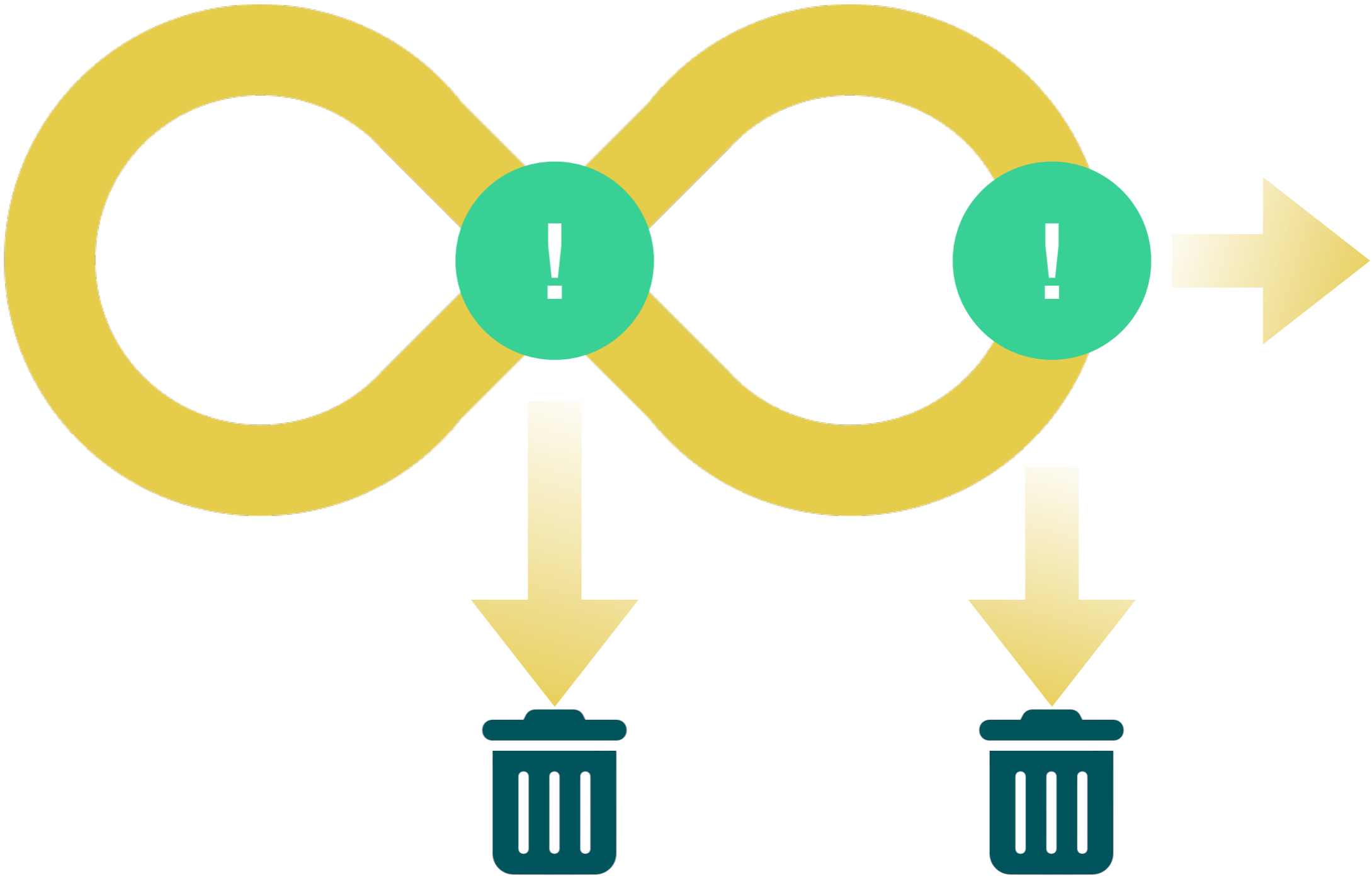


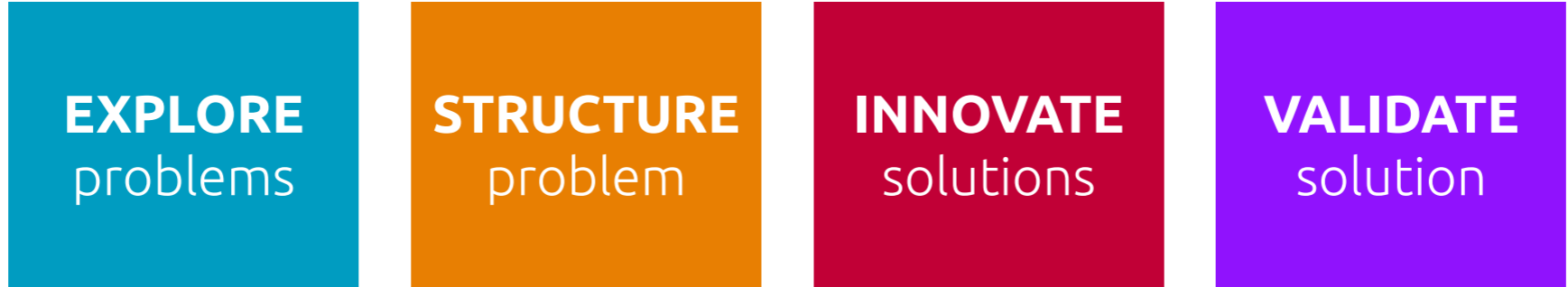


Business value

User value

Technical feasibility





Product Discovery is about finding a **great solution** to a **worthy problem**

Product Discovery **lowers risk** through **learning**, so that we get the **most value** and **least waste** out of Product Delivery

Business value

User value

Technical feasibility

PRODUCT DISCOVERY

EXPLORE STRUCTURE BUILDING VALIDATE
problem product solution solution

DEFINE
solution

BUILD
solution

MEASURE
outcomes

Business
value

User
value

Technical
feasibility



EXPLORE STRUCTURE BUILD VALIDATE
 problem - product - solution - solution

PRODUCT DISCOVERY

DEFINE
solution

BUILD
solution

MEASURE
outcomes

Business value

User value

Technical feasibility

Business case

Set up sales channels

Business metrics (A/B-tests)

Wireframes

UI Elements

User Needs (Observation)

Emergent architecture

Code

Quality (MTTF)

EXPLORE STRUCTURE INNOVATE VALIDATE
problem product solution solution

PRODUCT DISCOVERY

DEFINE
solution

BUILD
solution

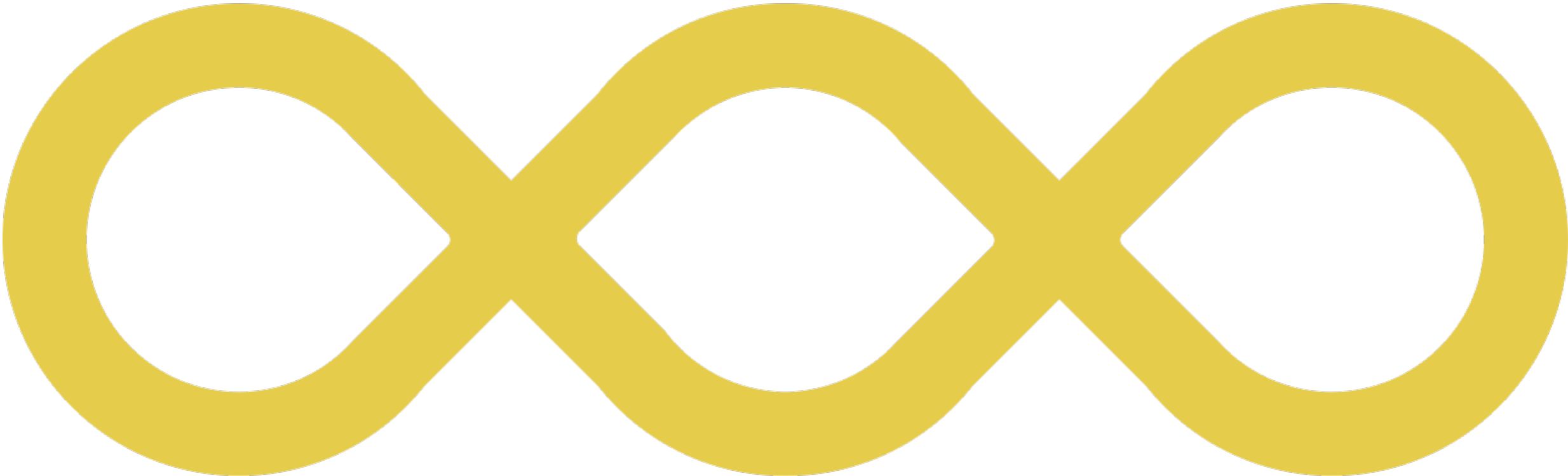
MEASURE
outcomes

Business
value

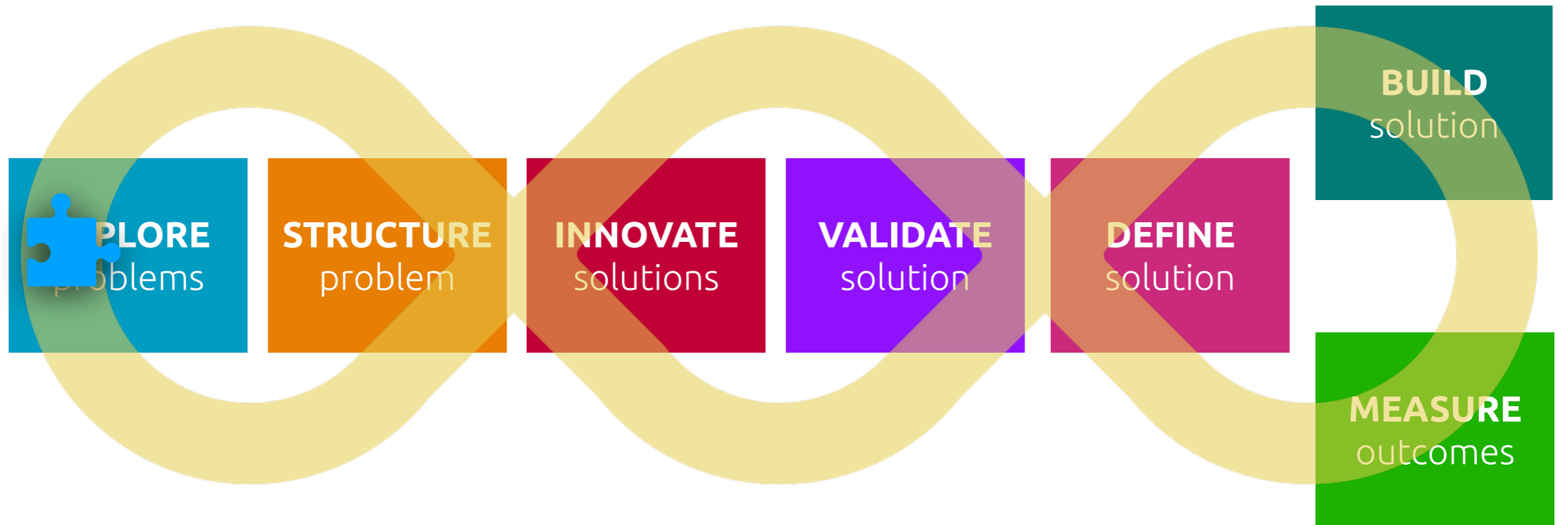
User
value

Sustainability

Product Delivery is about finding a **realising** the great solution found in Product Discovery in a **sustainable** way and **create value** through the intended outcomes



CONTINUOUS PRODUCT DISCOVERY & PRODUCT DELIVERY



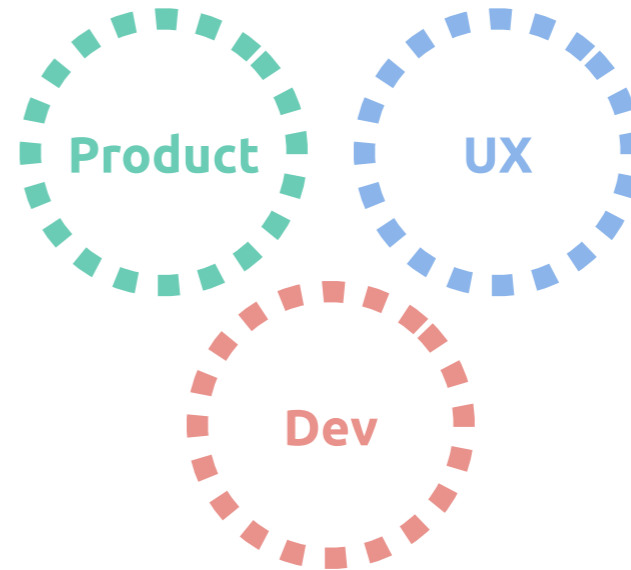
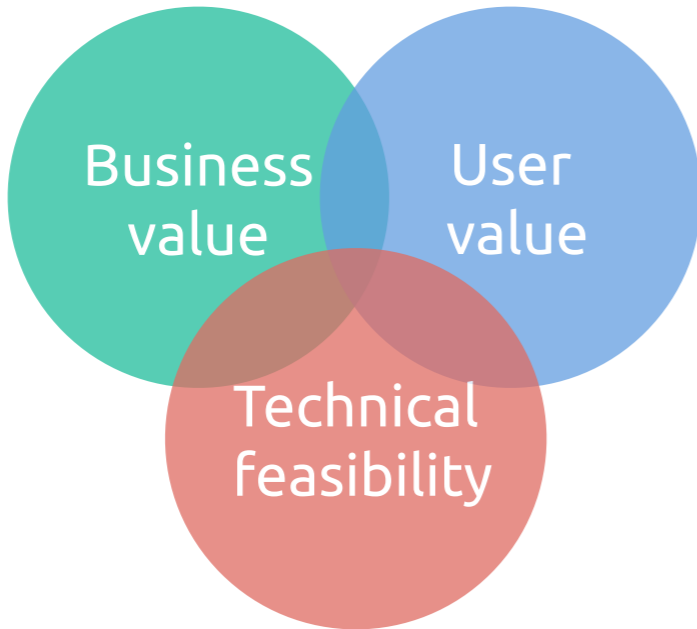
Business
value

User
value

Technical
feasibility

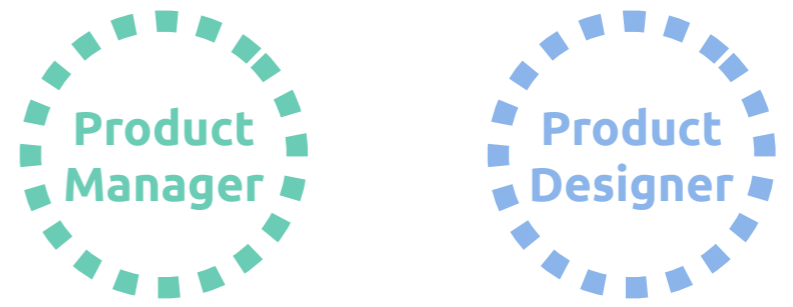
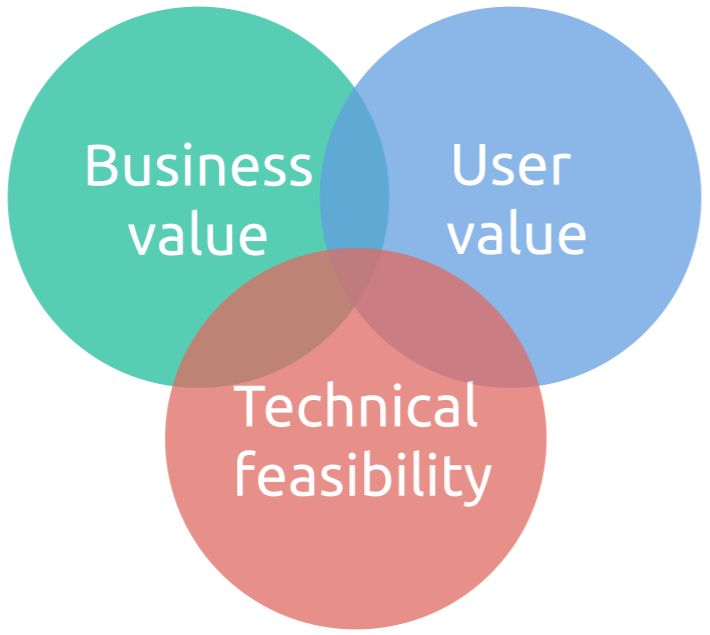


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CO-DECIDING

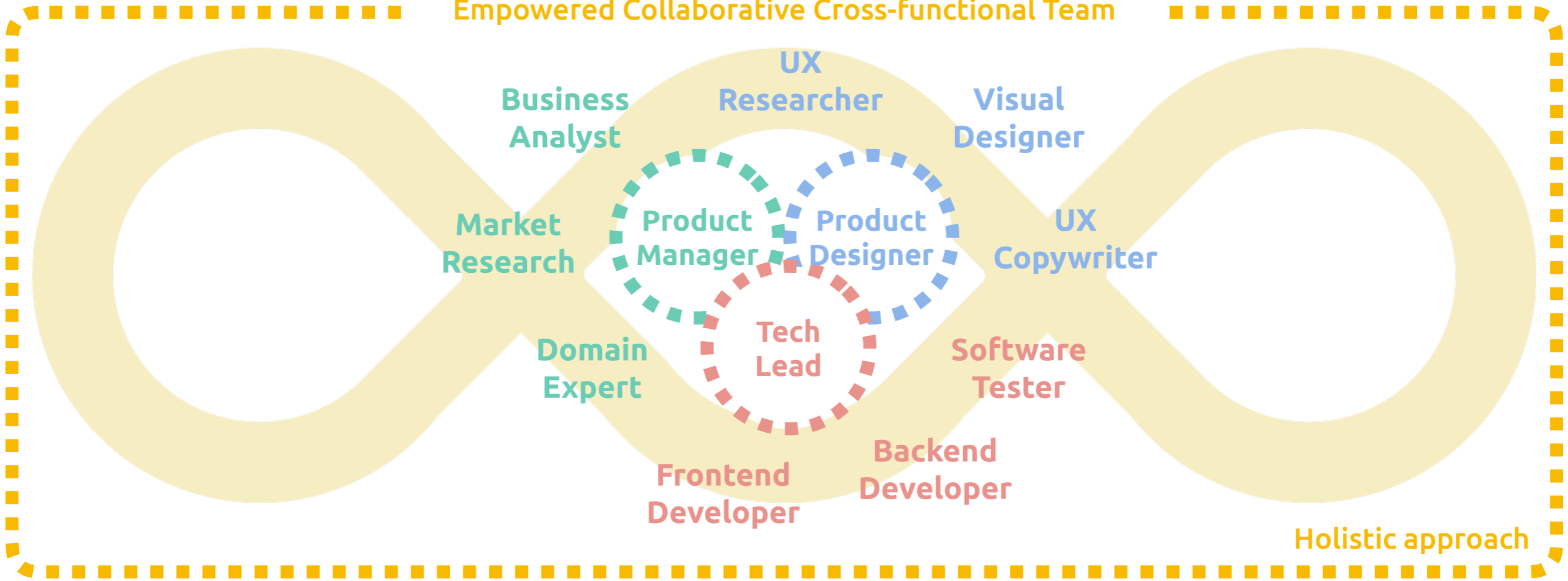




&



Empowered Collaborative Cross-functional Team



Holistic approach



EXPLORE
problems

STRUCTURE
problem

INNOVATE
solutions

VALIDATE
solution

DEFINE
solution

BUILD
solution

MEASURE
outcomes

Empowered Collaborative Cross-functional Team

CONTINUOUS & COLLABORATIVE HOLISTIC PRODUCT DISCOVERY

Business
value

User
value

Technical
feasibility

Thank you for listening!

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