

1. What is Product Discovery?

Product discovery is the process product teams use to deeply understand customer needs, validate ideas and ensure they invest in building products that truly solve real problems.

It reduces risk by preventing teams from developing things no one wants, and shifts decisions from assumptions and internal opinions to evidence based learning.

The goal is to quickly separate good ideas from bad ones and produce a validated backlog ready for delivery. This involves:

- Building customer empathy.
- Gathering diverse perspectives.
- Listening carefully to uncover root problems.
- Visually mapping ideas (e.g. Lean Canvas)
- Systematically collecting and organising feedback
- Staying objective about which ideas actually align with real problems.
- Testing assumptions.

Teams move through understanding the problem (interviews, observations, journey mapping), exploring solutions (ideation, prototyping, experiments, usability testing), validating desirability, usability, feasibility and viability and then continuously learning by iterating based on insights and adjusting the roadmap and priorities before moving into product development.