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Sign up

Product Discovery Training - Achieving product market fit

2 days (14 hours)

Presentation

Product Discovery is the process that will reveal your users' real needs, so you can create the best products.

Whether for new or existing products. A Product Discovery approach aims to get to know the consumer as well as possible through customer surveys of all kinds, and to validate, or not, its solution through prototype testing.

Product Discovery involves all members of the product creation team, including product managers, product owners, product designers and developers. This system strengthens collaboration with customers and enables the rapid development of products that meet market needs.

Our Product Discovery training course will introduce you to the principles and techniques of Product Discovery, enabling you to assess the viability of your project, find out what your customers need and test your prototype.

Objectives

- Understanding the canvas and the principles of Product Discovery
- Know how to organize your company to implement Product Discovery
- Be able to set up a procedure to detect the customer's real needs
- Set up tests to validate your solution

Target audience

- Product owner
- Project Manager

- Product Manager
- Digital project manager
- Product designer

Prerequisites

Experience in product creation, knowledge of agile methods recommended.

Product Discovery training program

Introduction

- Product mode / Project mode
- Introducing Design Thinking
- Introducing Lean Startup
- Reaching product market/fit
- Product development stages
- What is Product Discovery?

The fundamentals

- UX
- Agility
- Roles and stakeholders

Introduction to product discovery

- 2 main phases: Understanding target needs and pain points, and Initializing solutions and products.
- The double diamond method
- Product Canvas presentation
- Analyze competition and competitive advantage
- Creating your persona
- The various risks and problems (financial, marketing, organizational, etc.)

Team organization

- A few organizational tools
- Good and bad working practices specific to Product Discovery and agile methods
- The different stages of the Product Discovery framework
- Discovery iterations

Identify the need

- Exploratory research
- Evaluative research
- Empathy map
- Market intelligence
- Co-creation
- Need validation
- Prioritize your needs

Testing your solution

- The 3 voices
- Packaging and prototyping
- Feasibility prototype
- User prototype
- Live data prototype
- Hybrid prototype

The Discovery Discipline method

- The 7 steps
- The activities
- Deliverables

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.