

Product Discovery

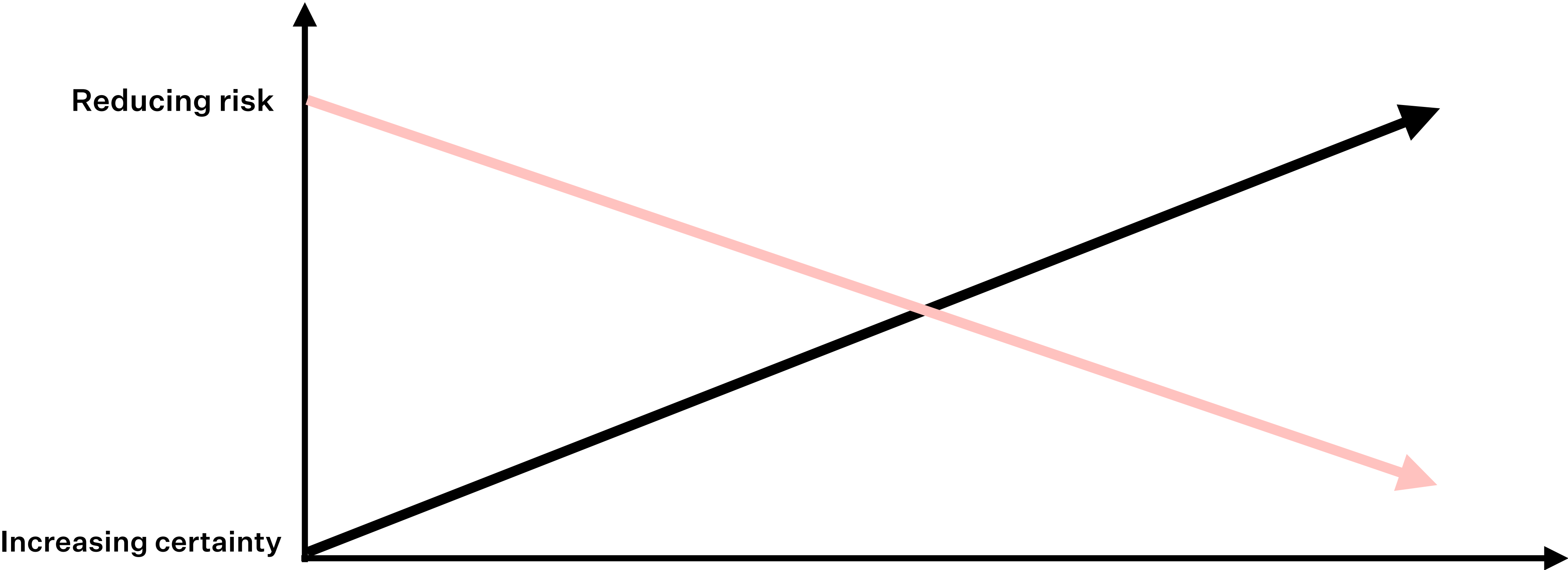
Vi starter lige om lidt...



Agenda

- Hvad er Product Discovery?
- Hvorfor Product Discovery?
- Hvordan laver du Product Discovery?
- Hvordan lærer du mere?
- Q&A

“Iterative process of reducing risk and maximizing value around a problem or idea to make sure that the right product gets built.”



Nielsen research

20.000 + new products

| | | |
|-----|--------------|------|
| 80% | Failed | 27% |
| | Disappointed | 16% |
| | Cancelled | 37% |
| | Success | 14% |
| | Star | 6% |
| | Total | 100% |

Hvorfor fejler vi?

Failure due to

| | |
|--|-------------------------------|
| Launch (Marketing) | 10% <small>not due</small> |
| Operations (Product does not work) | 5% <small>not due</small> |
| Premise (Product market fit) | 85% <small>not due</small> |

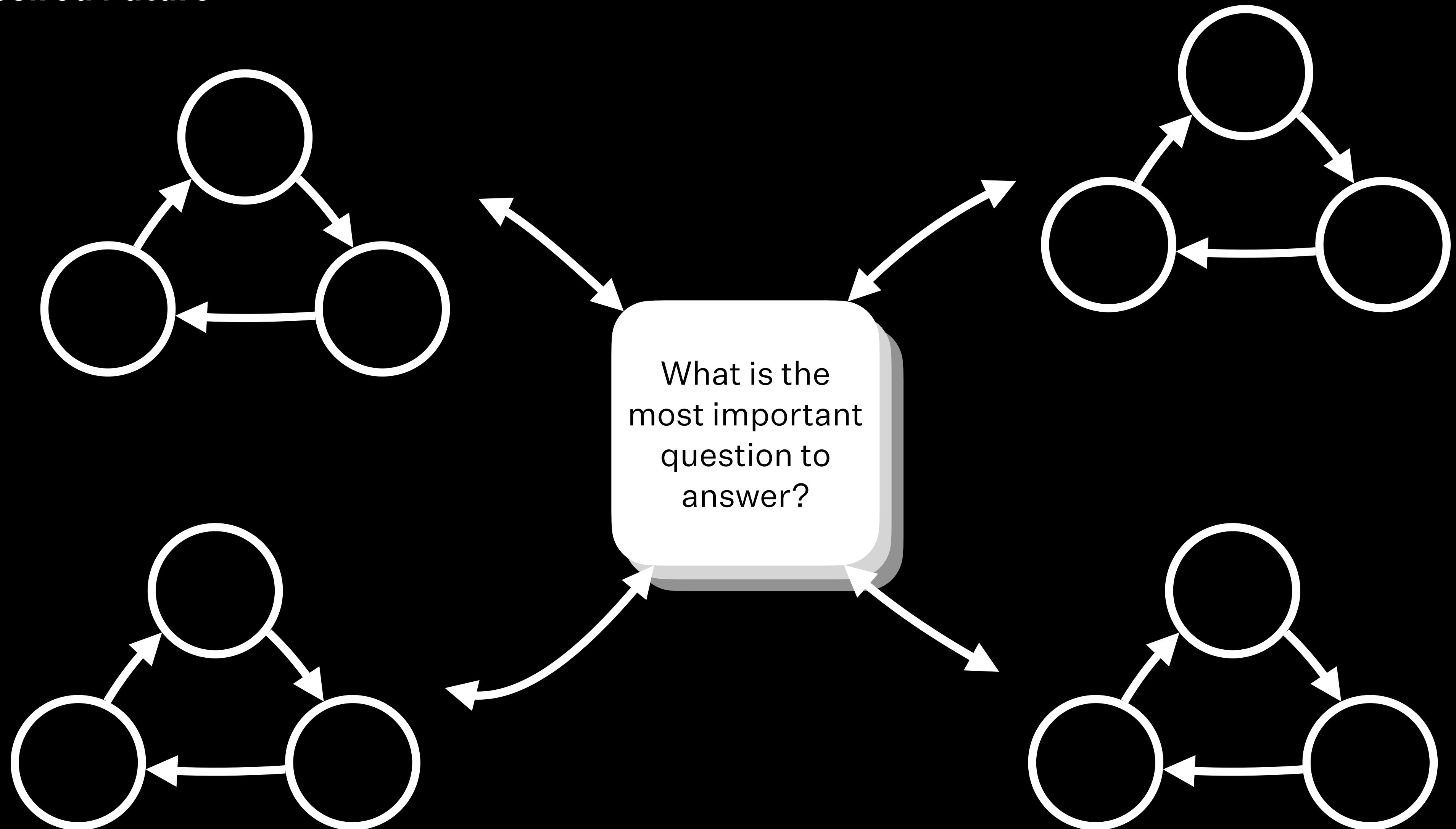
Hvordan gør vi?

The foundation for Product discovery

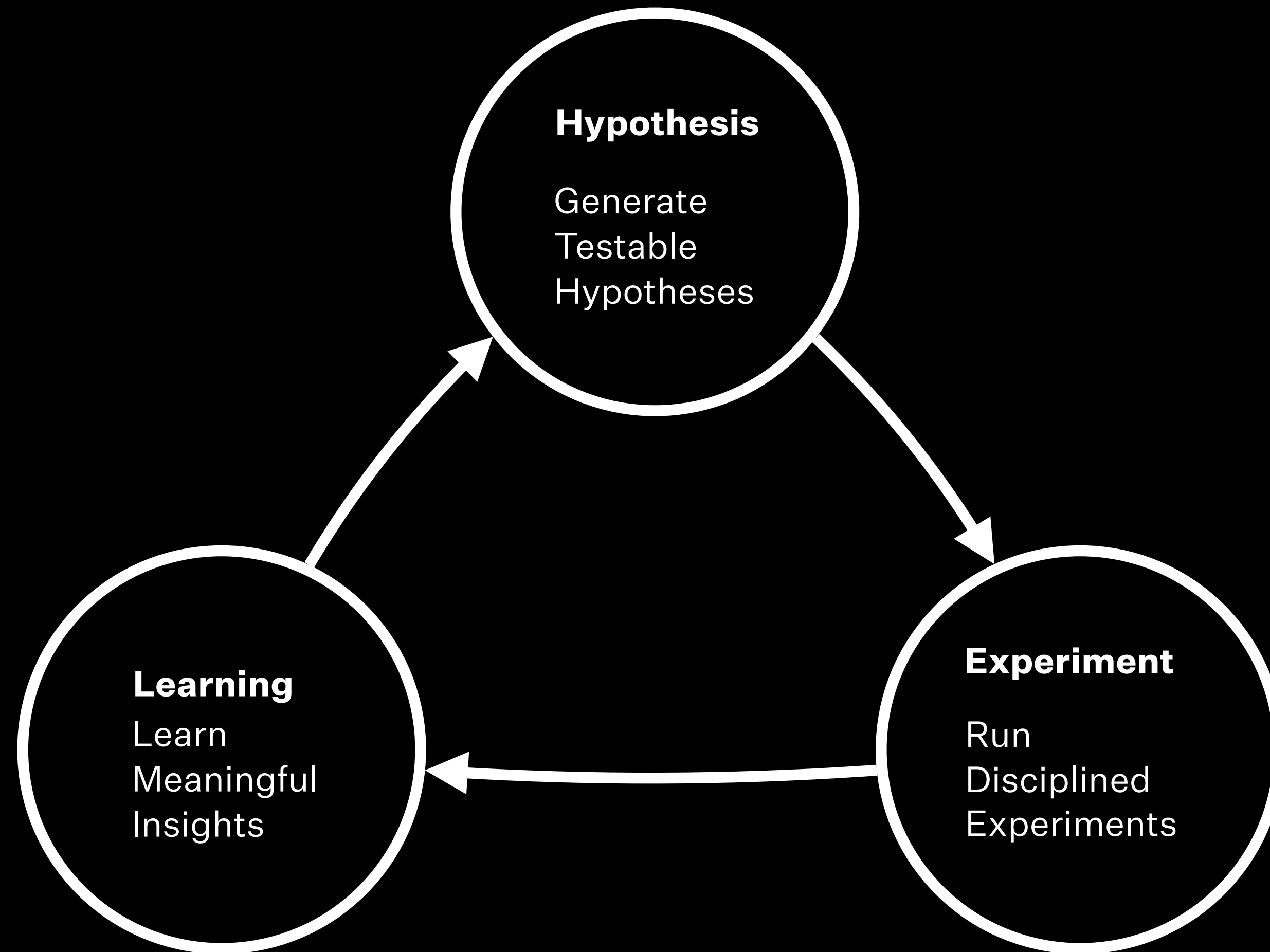
- Er der en forpligtelse til at efterleve resultatet af Discovery?
- Kan vores organisation faktisk gennemføre Discovery?
- Kan vi have en organisation, hvor beslutningerne drives af processen?

Start with biggest & most important risks

Imagine Desired Future



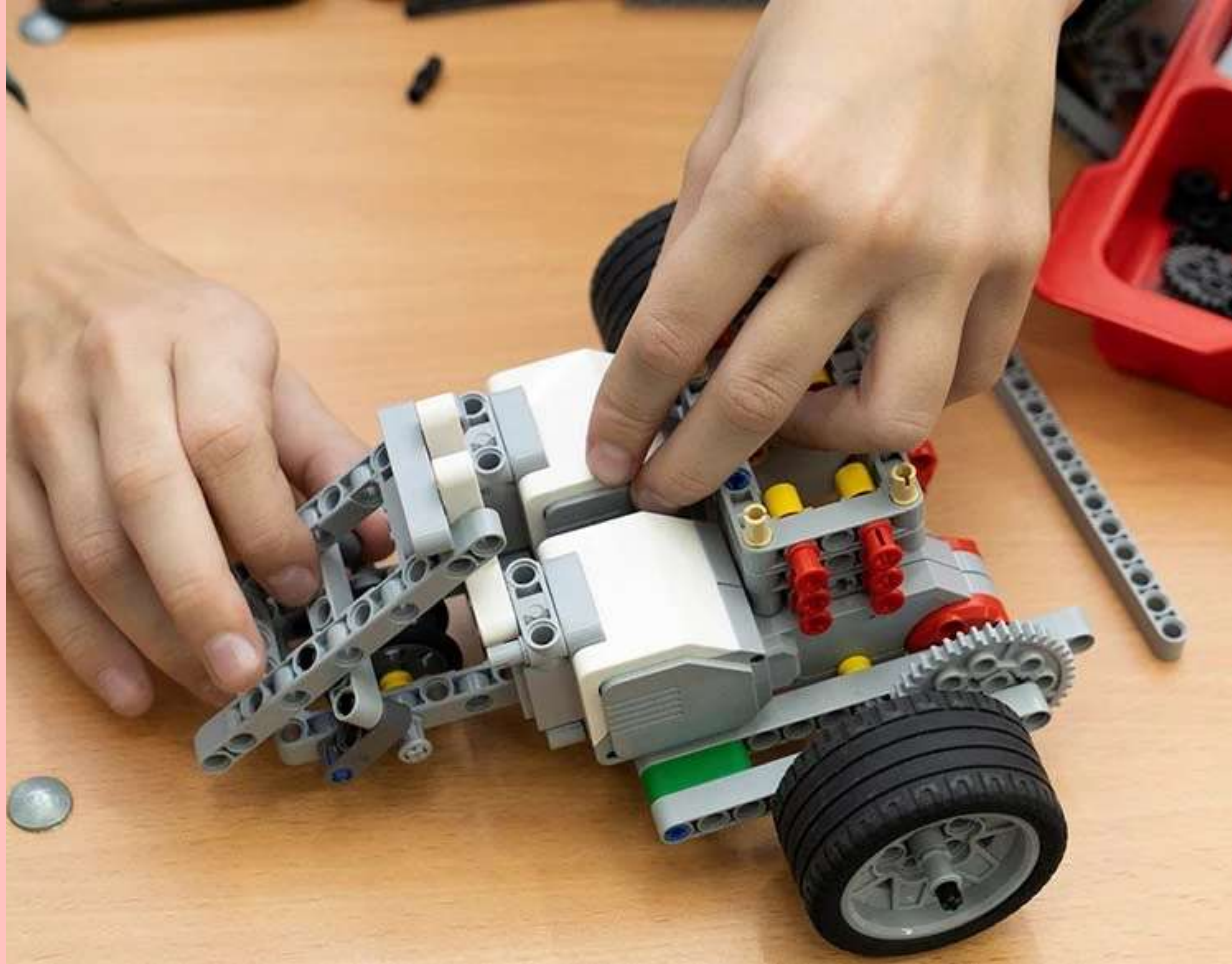
The discovery loop



LEGO Boost



**Would pre-teens like to
use code to make their
LEGO come to life?**



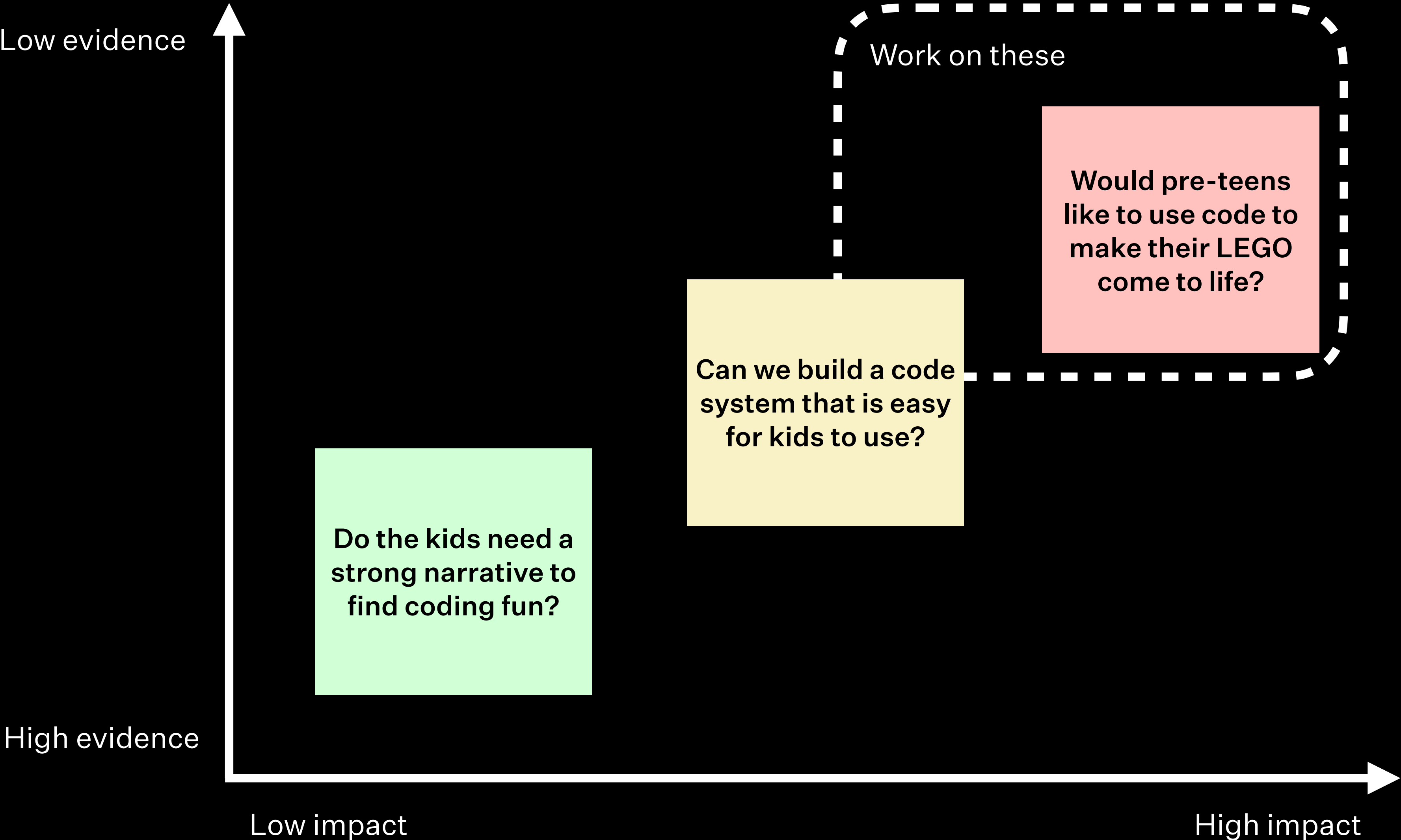
**Can we build a code
system that is easy for
kids to use?**



Do the kids need a strong narrative to find coding fun?



Prioritise



Mapping your question

Problem or solution?

Problem Discovery

Understand what the problem is and validate it

Solution Discovery

Understand what the right solution is and validate it

**Would pre-teens
like to use code to
make their LEGO
come to life?**

Mapping your question

Which risk?

Value risk

(whether customers will buy it or users will choose to use it)

Usability risk

(whether users can figure out how to use it)

Feasibility risk

(whether our engineers can build what we need with the time, skills and technology we have)

Business viability risk

(whether this solution also works for the various aspects of our business)

**Would pre-teens
like to use code to
make their LEGO
come to life?**

Would pre-teens
like to use code to
make their LEGO
come to life?

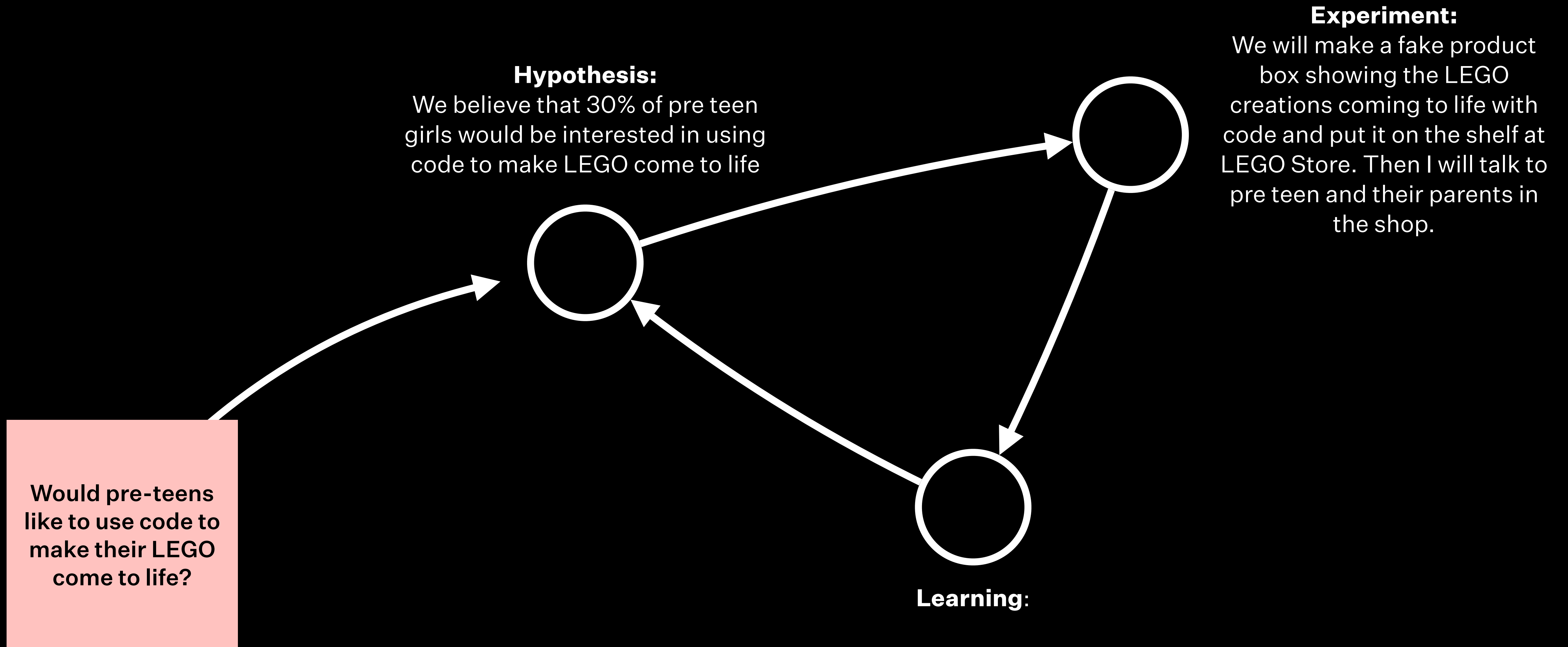
Hypothesis:

We believe that 30% of pre teen
girls would be interested in using
code to make LEGO come to life

Experiment:

We will make a fake product
box showing the LEGO
creations coming to life with
code and put it on the shelf at
LEGO Store. Then I will talk to
pre teen and their parents in
the shop.

Learning:

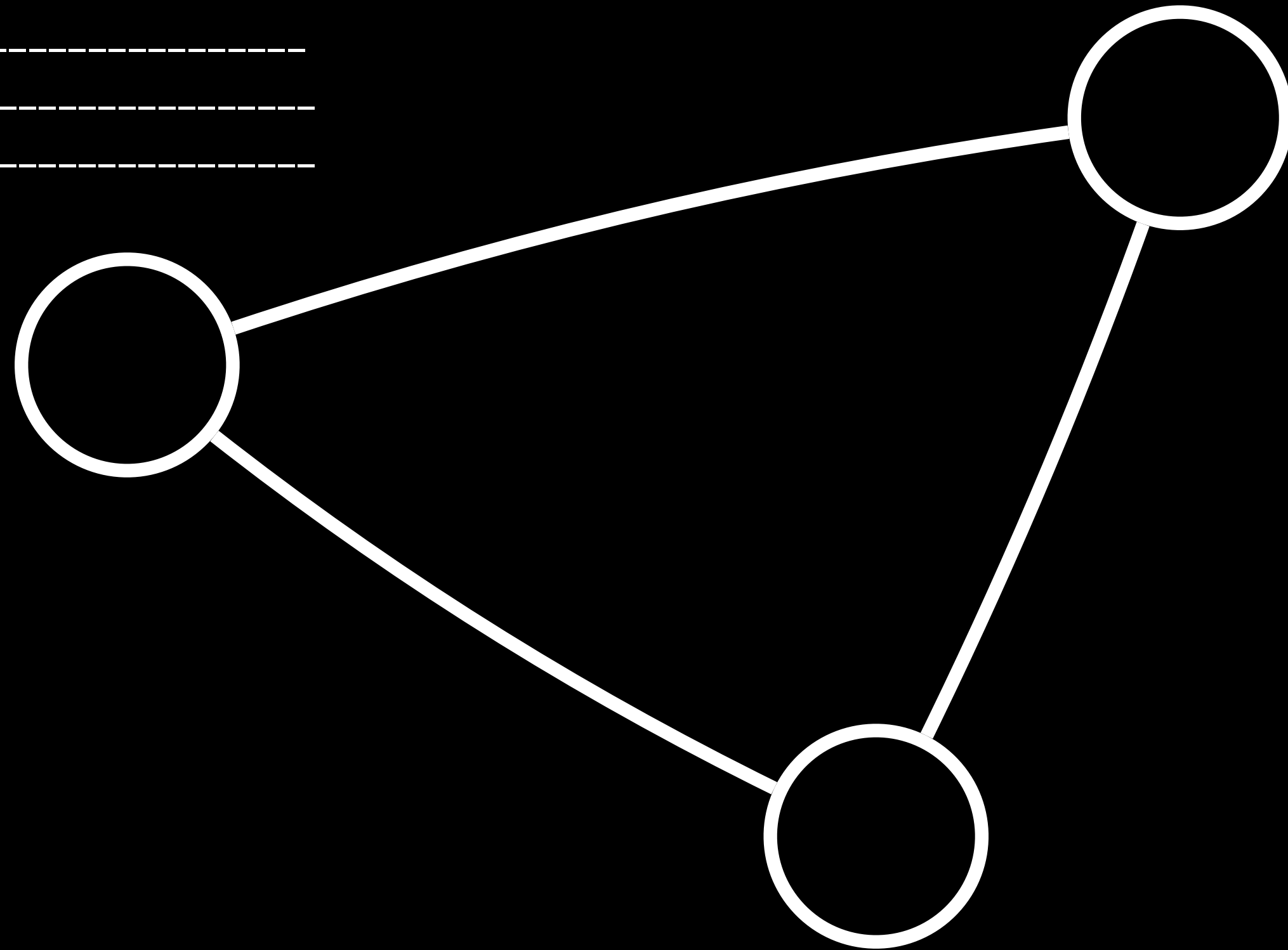




Hypothesis:

Experiment:

Learning:



Types of experiments

Experiment cards

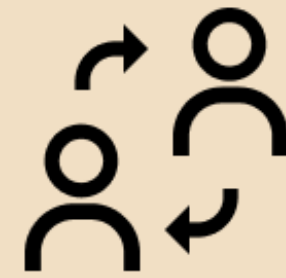


https://miro.com/app/board/uXjVOg5eD1s=?share_link_id=892298644558



Fake Door

Pretend you are delivering a product or a new feature on a website or in an app. Instead of a buy button, you make a sign-up that the customer can use to hear more about the product.



Split Test

Do a split test where you compare two different versions of your value proposition or product feature to determine which works best.



Wizard of Oz

Create a fake customer experience by using technology and / or people to simulate your value proposition.



Contract

Make a short and simple contract for the customer that is not legally binding, but still establishes an agreement to purchase your product.

Experiment



David J. Bland @davidjbland · 29 s

Great example of a corporation (GE Appliances / Haier) testing new ideas on Indiegogo:



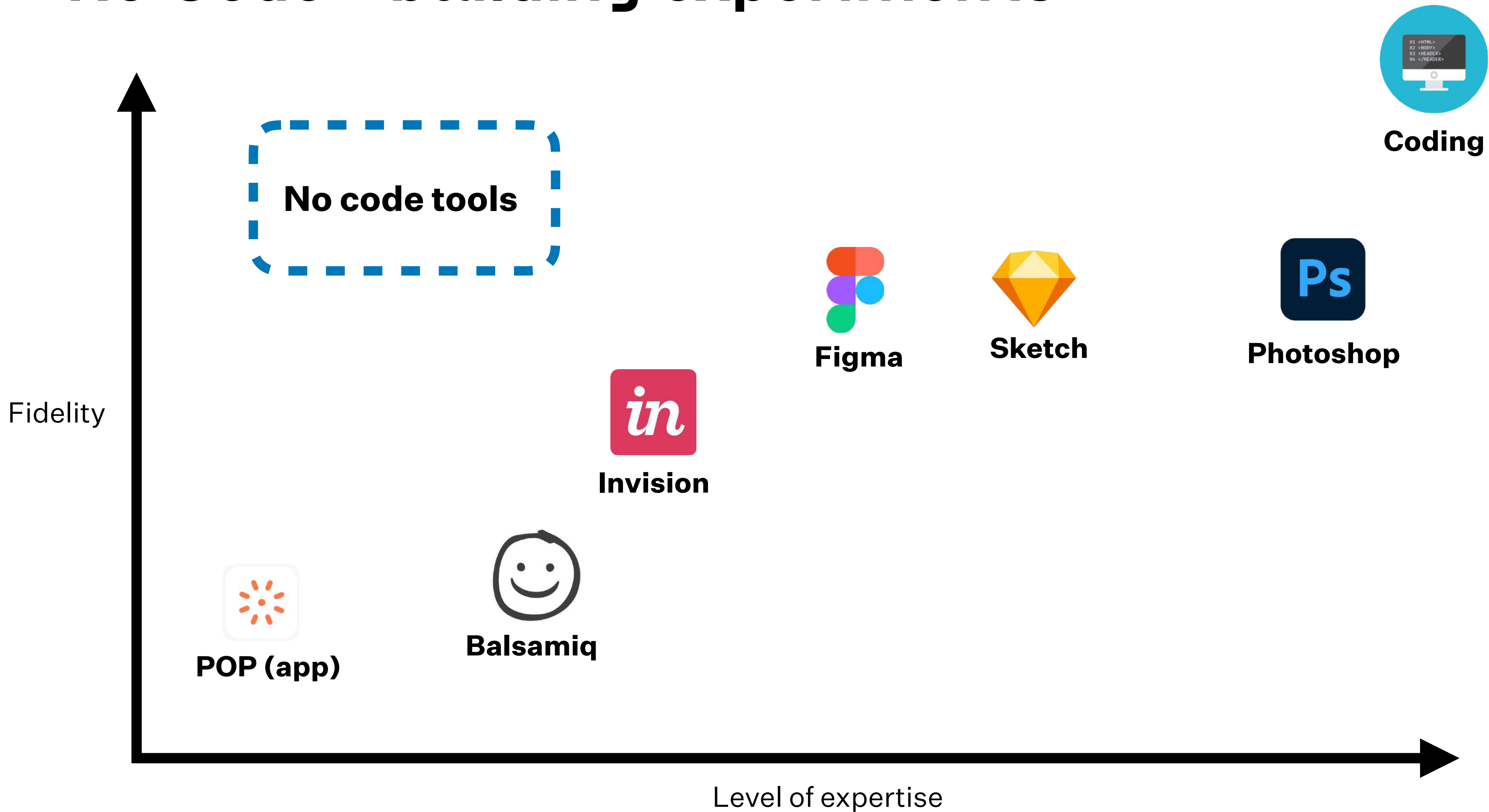
indiegogo.com

Arden: The Indoor Pellet Smoker

The pellet smoker's been reimaged—for your kitchen.



No Code - building experiments



No Code - getting started



Sell stuff

Glide

Apps (desktop/phone/tablets)



Easy database



Glue things together

readymag

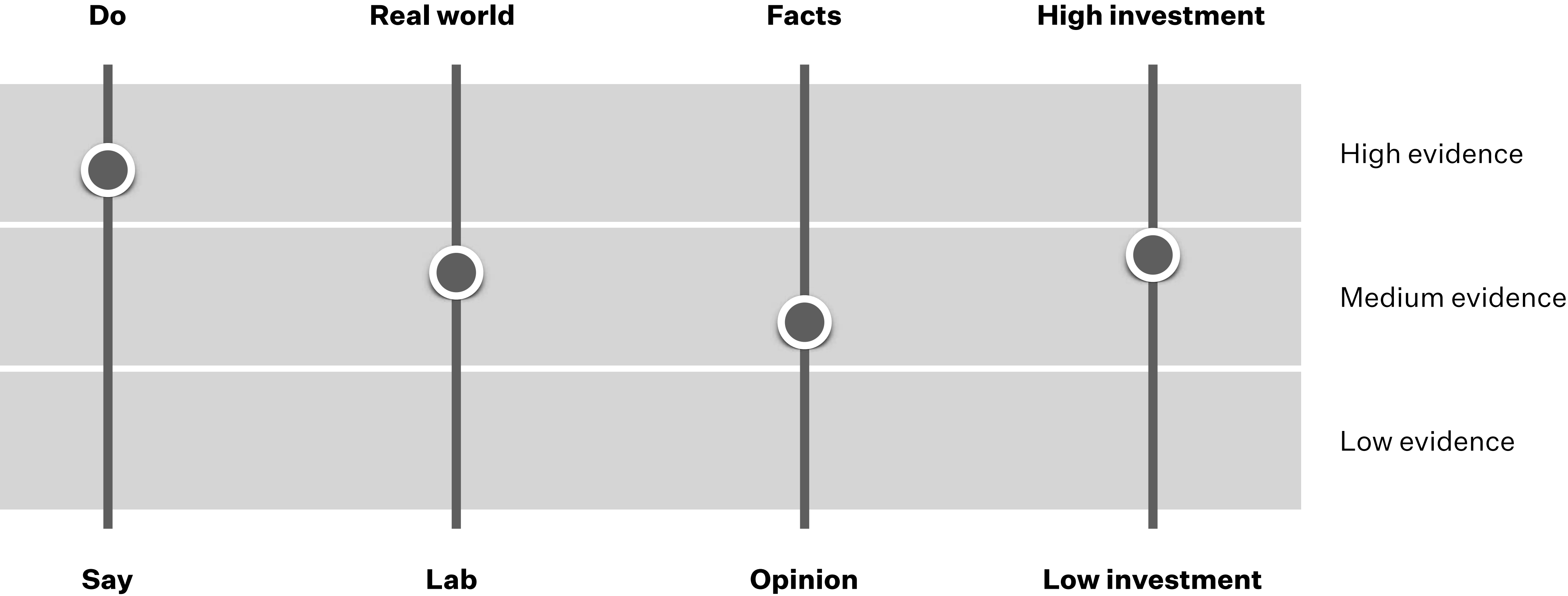
Quick homepage

Typeform

Feedback & involvement

Evidens - get good (the best) data

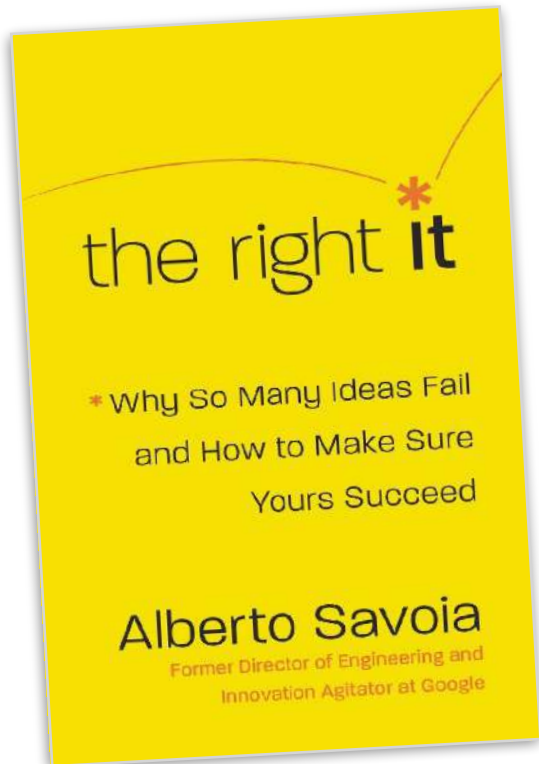
Evidens principles



Investment - “Skin in the game”

“Having a vested interest in an outcome - something to lose or gain”

Alberto Savoia
The Right It



| Commitment | Examples | Evidens Level |
|------------------|--|---------------|
| Placing a order | Pay 2000 kroner to buy one of the first 100 units | High |
| Cash Deposit | Pay 500 kroner to be on the waiting list for product launch | High |
| Time commitment | Come to a 30 min product demo | Medium |
| Letter of intent | Sign this document saying you will buy the product when it is done | Medium |
| Phone number | Give us your personal phone number, so we can call you | Low |
| E-mail | Give us your personal e-mail to receive update on the product | Low |
| Survey | How likely are you to buy this product? | None |

Investment - “Skin in the game”

Experiment:

We will make a fake product box showing the LEGO creations coming to life with code and put it on the shelf at LEGO store. Then I will talk to pre teen and their parents in the shop.

| Commitment | Examples | Evidens Level |
|------------------|--|---------------|
| Placing a order | Pay 2000 kroner to buy one of the first 100 units | High |
| Cash Deposit | Pay 500 kroner to be on the waiting list for product launch | High |
| Time commitment | Come to a 30 min product demo | Medium |
| Letter of intent | Sign this document saying you will buy the product when it is done | Medium |
| Phone number | Give us your personal phone number, so we can call you | Low |
| E-mail | Give us your personal e-mail to receive update on the product | Low |
| Survey | How likely are you to buy this product? | None |

The mom test - talking to users



Problem Discovery

Understand what the problem is and validate it

- Talk about the persons life, not your idea!
- Ask about specifics in the past instead of generics about the future

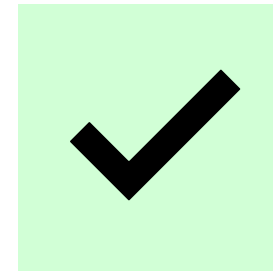
Solution Discovery

Understand what the right solution is and validate it

- Start talking about the persons life before showing the possible solution
- Ask for the commitment (skin in the game)

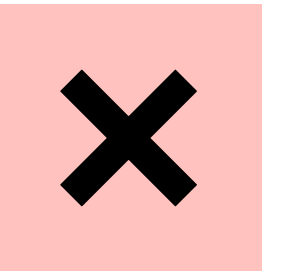
The mom test - guide

Good questions



- Can you tell how you normally solve this?
- What else have you tried?
- Talk me through the last time this happened
- How are you dealing with the problem now?

Bad questions



- Do you think this is a good idea?
- Would you buy a product that did X?
- How much would you pay for X?
- Do you like this feature?

Be aware of...

• Compliments

• Fluff

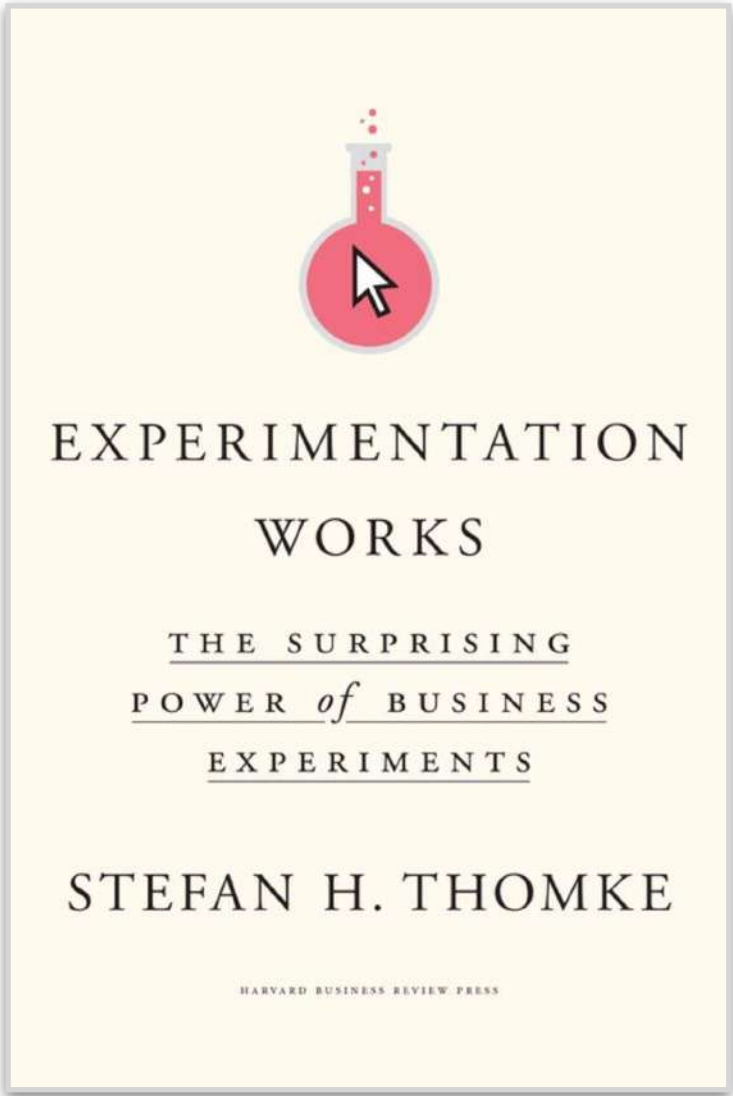
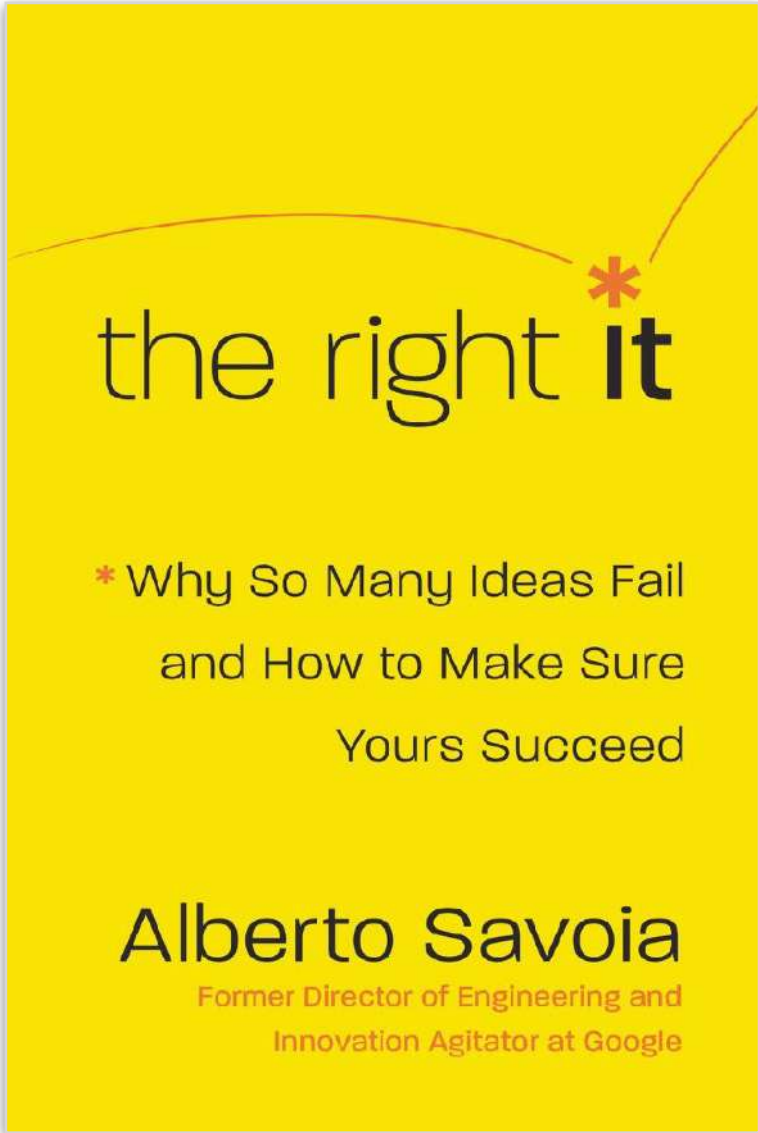
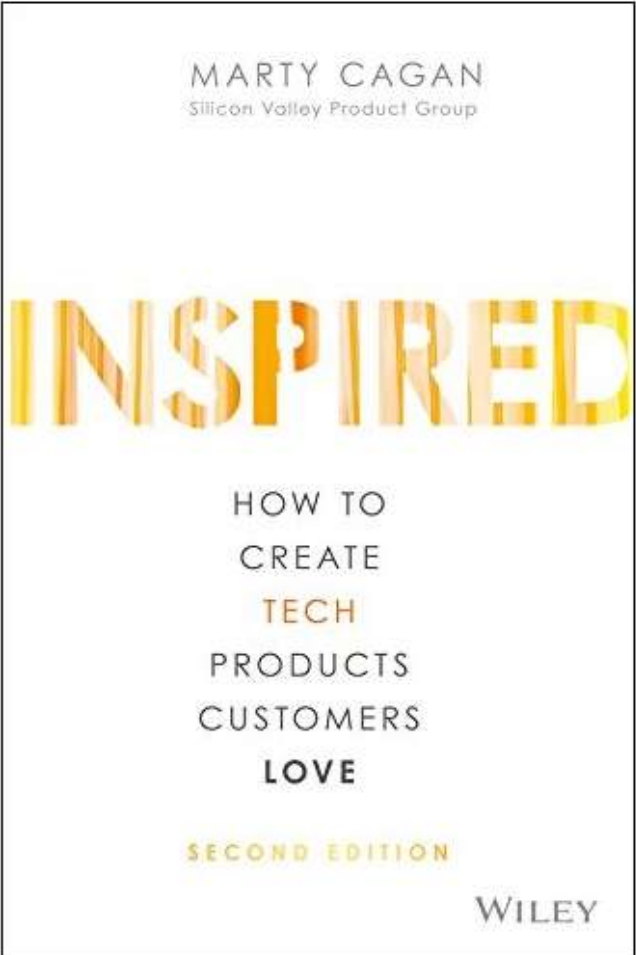
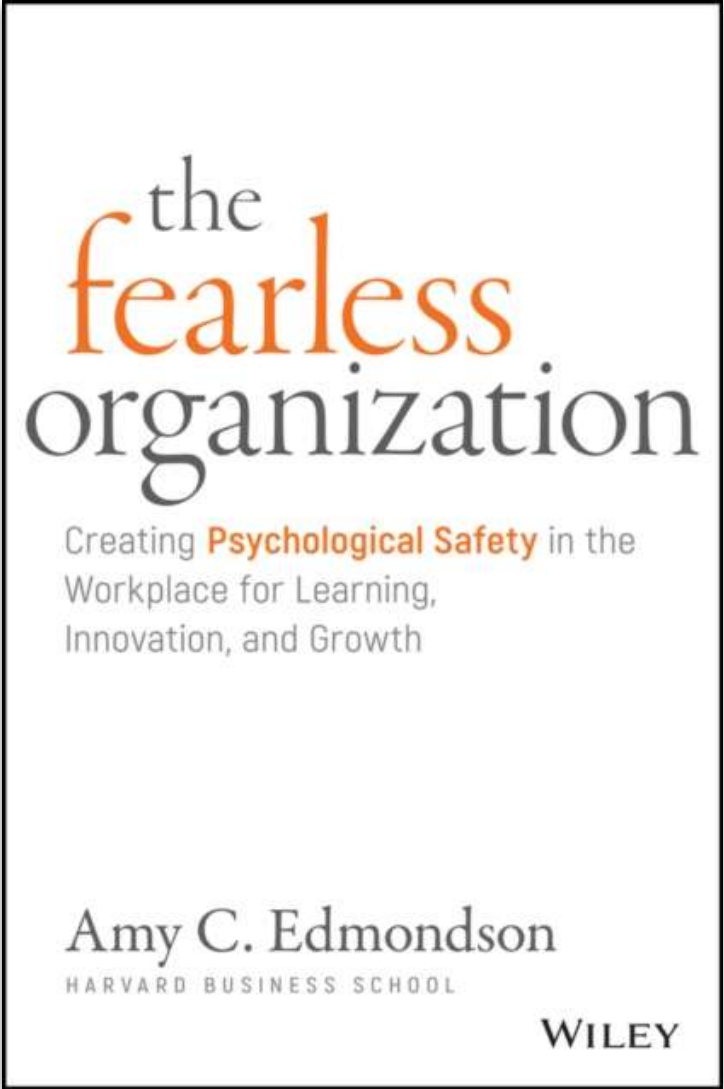
• New ideas

Jeff Bezos CEO, AMAZON

“Our succes at Amazon is a function of how many experiments we do per year, per month, per week, per day”



Books



Har du mod på mere?

Product Leadership in Practice

Et 7-dages uddannelsesforløb der gør dig til Product Leader



Deltag i vores næste PLIP Online Q&A

**Den 26. oktober
KL. 14.00 - 14.30 i Teams**

Deltag i vores online informationsmøde på 30 minutter, hvor du kan møde underviserne.

State of Product



English

Dansk

Help us map the landscape of product development - and receive the report in your inbox as soon as it's ready

The purpose of this [questionnaire](#) is to collect data on trends and practices within product development, so we can gather a wealth of knowledge that can make us all smarter.

We welcome responses from anyone working in product development - whether you're working on a physical or digital product.

We hope you will help us by answering the questions below – and we will of course repay you by sending you the final report when it is ready, if you wish. All responses will be treated confidentially and no names or company names will be made public.

⬇️ **Expect to spend a maximum of 5 minutes** ⬆️

Fill out the questionnaire

Q&A

Tak for i dag

