

# Product Discovery & Design Thinking

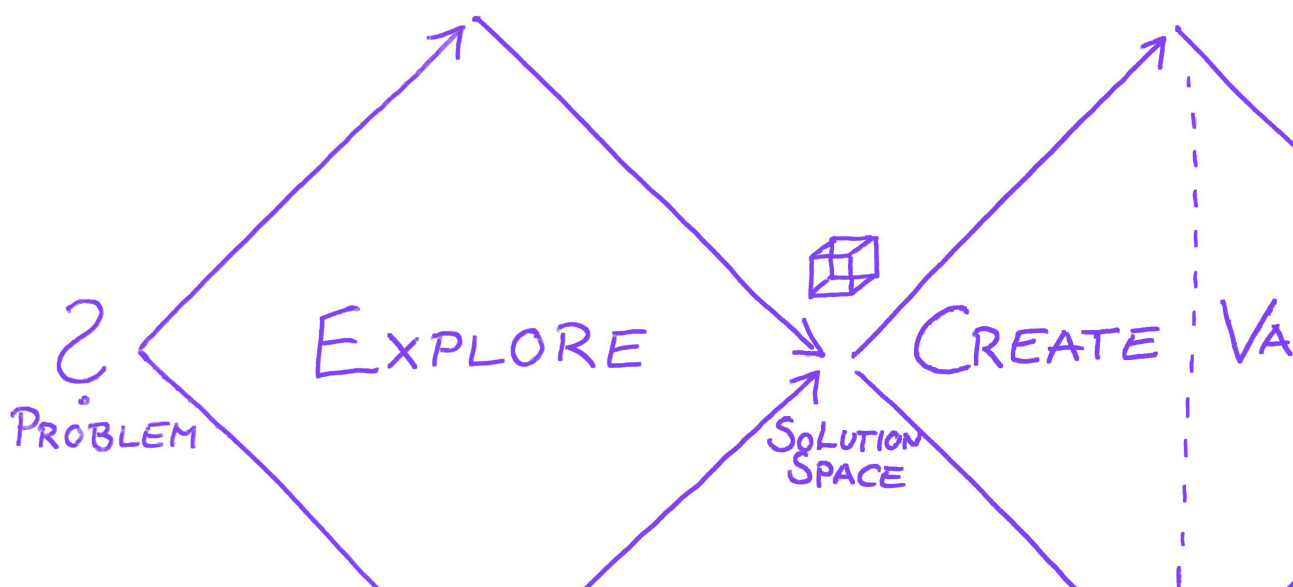
Two day professional training

# Build better products, with confidence!

Modern product development demands more than just efficient delivery. It requires teams that understand their users, test assumptions early, and make smart decisions before writing code.

This hands-on training gives you the mindset, methods, and practical tools to do exactly that. Based on the proven concept used by successful companies such as Bonial (Axel Springer) and the Discovery School program at OTTO—trusted by hundreds of product professionals—it combines real-world experience with actionable techniques you can apply right away.

Whether you're a product manager, UX designer, developer, or team lead: if you're building digital products and want to create real customer value, this training is for you.



# Learning objectives

In our two day professional trainings you will learn:

- How modern product development works—and why balancing product discovery and delivery is essential.
- The principles of Design Thinking and User Centric Product Development and how to apply them to structure effective product discoveries.
- How to understand your users and how to generate and validate ideas with actionable methods like Customer Journey Mapping, request clarification, the Design Studio Method, Low-Fidelity Prototyping, Guerrilla Testing, and more
- An introduction to advanced techniques such as A/B testing and user testing—including when to use them and which experts to involve
- How to leverage AI to support and accelerate your product discovery work
- How to make product development energizing and collaborative, not exhausting and siloed.
- How to get started in your organization and practical principles for fostering a discovery mindset—even in organizations or contexts where you can't follow the full Design Thinking process

# Who is this course for?

## Hands-on Practitioners

Product Managers, Product Owners, UX/Product Designers, UX Researchers, Developers, Agile Coaches, Business Analysts, key stakeholders and everybody else who is actively involved in Product Discoveries or comparable activities.

## Product Leaders

Leaders of digital product organizations who want to empower their teams to run effective discovery processes—such as Heads of Product, Heads of UX, Team Leads, and Department Leads.

## Founders

Learn how to test and validate your product ideas, how to iterate towards the best business outcomes and which methods and experts can help your startup to success.

This course may not be the best fit for:

- Professionals solely focused on physical/tangible product development.
- Senior executives looking for strategic-level content, as this training has a strong operational focus.
- People who don't feel confident in communicating in English, as active collaboration among the participants is a core part of this workshop.

# Our teaching principles

## **Focused on your growth**

We're here to support your progress and create a space where participants learn from each other. Everyone brings valuable experience to the table, so we encourage active exchange and collaboration. To keep the learning personal and engaging, we limit each workshop to 18 participants, guided by two experienced trainers.

## **Pragmaticm, actionable insights and methods**

You'll gain proven, hands-on methods that actually work in real-world settings—not just idealized frameworks that rarely make it out of slide decks.

## **A balanced blend of theory and practice**

You'll actively work through a complete product discovery cycle. Along the way, we'll introduce just the right amount of theory to help you understand the process, tools, and how everything fits together.

No canned content - the Training will be completely live.

# Meet your trainers

## Sabrina Hauptman

Sabrina is an Agile Leadership & Product Coach with 13+ years of experience helping global teams discover, design, and deliver products people love. She's worked with companies like Bonial (Axel Springer), Adevinta, LidlDigital, and OTTO — guiding teams from idea to validated product. Sabrina brings a unique mix of product strategy, neuroscience, and coaching to help teams think deeper, decide faster, and collaborate better.



## Wolf Brüning

Wolf is a seasoned User Experience Designer and Product Discovery Coach with over 20 years of experience in crafting complex digital products. At OTTO, he helped shape otto.de and now leads the UX team behind the company's B2B portal. A strong advocate for user-centered design with an eye for effective methods, he co-founded the OTTO Discovery School, where he continues to teach and mentor teams. Beyond workshops, Wolf enjoys sharing his insights through conference talks and blog articles.



# Level up your product skills

## Training Product Discovery and Design Thinking

### Duration

2 days  
5 hours per day

### Location

Online  
Onsite coming in 2026

### Fee

799 €\*  
699 €\* Earlybird

To see training dates and to book your seat go to [myally.work/program/product-discovery-design-thinking](https://myally.work/program/product-discovery-design-thinking)

Interested to take part as a team (4 persons or more)? Or to book a dedicated training for your company? Or simply need more infos? Contact us on [hi@myally.work](mailto:hi@myally.work)

After the training you'll receive:

- A certificate of participation
- A helpful collection of key workshop slides, method templates, and links for further learning

\*) Fee per participant. Excluding VAT. See training website if earlybird pricing is applicable.

**Let us be your ally**