



Product Discovery Sprint tutorial

how to do it on your own



EDISONDA by Grant Thornton



Intro

If you have an idea for a product that you think is business-appelling and mature, but you don't know what next steps to take and how to convince decision-makers in the organisation, you're in the right place.

Running the Discovery Sprint is a perfect solution to break through the barrier of stagnation, overcome endless discussions, and implement tangible changes.

What is Discovery Sprint?

Discovery Sprint is not just another method – it is the key to quickly transforming ideas into real actions. It is an intensive, two-week process that stands out not only for its speed but also for its effectiveness. While traditional approaches stop at the stage of abstract discussions, Discovery Sprint takes us from thinking to action.

Discovery Sprint to the rescue of innovations

Innovations are at the heart of progress, but in the world of large organizations, they often drown in the sea of bureaucracy, lengthy processes, and fear of risk. This is where the Discovery Sprint comes in – a method that dispels the uncertainty surrounding innovative projects.

When is it worth using the Discovery Sprint method?

Results-oriented leaders use Discovery Sprint when:

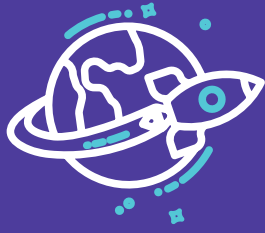
- **time is crucial:** when you need to deliver a solution quickly without unnecessary process drag and you are looking for adequate costs estimates
- **the idea needs some clarification:** when you're wondering how to turn an idea into a project with a clear vision and scope
- **you need a united team in action:** when you want various departments of your organization to work harmoniously, bringing unique perspectives to the project
- **you want to avoid bureaucratic traps:** when you have already tested traditional approaches, gathered some knowledge and now it seems too slow and full of unnecessary formalities



Use Discovery Sprint as a strategic compass, guiding you through the innovation deadlock. Answers to 6 key questions take you from defining your vision to crafting user-centric solutions, streamlining scope, and visualizing the inner workings.

Each step is a strategic move towards breaking free from the chains of stagnation and fostering real innovation. Our goal is to provide you with tools and guidance to enable you to conduct a Discovery Sprint independently.





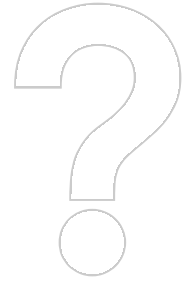
Part 1

How to begin?

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How to begin?



Define a sprint goal

Before embarking on the exciting journey with Discovery Sprint, you need to know where you're headed. Specify a clear goal you want to achieve during the sprint. It could be creating a new product, improving an existing service, or solving a specific problem. The more precise the goal, the more effectively you'll guide your teams through the process.

Assemble a team of experts

Your team is a crucial element of Discovery Sprint success. Assemble a diverse group with expertise in business, user needs, and design skills. Seek experts from various fields to bring value to the project, emphasizing diversity for a broad range of perspectives.

Who can help?

- **Moderator** by conducting the analysis and gathering key information
- **Design team** by translating your idea into a visual concept
- **Product owner** by deciding on the direction of concept development
- **Industry specialists** by being key subject matter experts

Plan a roadmap

Plan a schedule for each phase of the Discovery Sprint, starting with a high-level overview and then delving into specific details, including milestones and important deadlines. Emphasize flexibility in the plan, welcome changes,

but communicate them to the team and stakeholders. Regularly revisit the roadmap during the sprint to track progress, make adjustments as needed, and ensure all necessary sessions are included, with participants aware of the timelines.

Facilitate communication

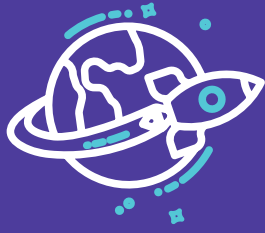
Establish clear communication channels for efficient information exchange among team members, both within and outside official Discovery Sprint sessions. Schedule brief, regular 15-30 minute meetings throughout the sprint to address questions, dispel doubts, and provide feedback, ensuring minimal downtime and swift resolution of blockers.

Optimize participation, aiming for 5-8 individuals during workshops to encourage active contribution without causing delays or limiting the expression of thoughts. If broader input is needed, organize smaller groups, separate sessions, and then combine insights.

Practical Tips:

- Gather what you know so far in one common space and provide participants with essential materials before the start of the sprint.
- Ensure that all participants have **access to necessary materials** and tools.
- **Encourage the team** to present their ideas and expectations before the sprint begins – this builds a shared vision.
- **Invest time in understanding** the skills and strengths of each team member to optimize their contribution.

Preparation is a crucial step on the road to Discovery Sprint success. The more solidly you execute it, the smoother it will bring your organization toward satisfying results.



Part 2

What do you want to build?

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What do you want to build?



Along with your team, map out the idea and identify the blank spots. Kickstart the process with a robust business design workshop to eliminate ambiguity, transforming plain idea into actionable roadmap.



What will help?

Current business materials, benchmarks, audits & research reports analysis, business design workshop

Step impact

Emerge with a well-defined vision with the rationale for why the idea is worth investing in.

In this phase of the Discovery Sprint, the primary goal is to define a clear vision of your business objectives. Prepare the team for intensive workshops that will extract key elements of this vision.



Discovery Sprint Kickoff

Launching into a Discovery Sprint requires a powerful kickoff. Begin with an inspiring introduction, highlighting the overall vision and benefits. Clarify the sprint's purpose, integrate the team through short bonding sessions, explain the sprint structure, and set expectations. Remember to provide a clear schedule, define roles and encourage open communication.

The kickoff is not just a technical step; it's a crucial foundation for building trust, openness, and readiness for the collective adventure ahead. Let the Discovery Sprint begin!.

Business Design Workshop

During this workshop, focus on developing the vision by analyzing the market and competitors, identifying key business issues, challenges, and understanding the benefits you want to deliver. It's important to consider a broader perspective, taking into account the entire ecosystem. Check if there are existing solutions in your company that can be adapted or integrated with the new product. Think systematically, avoiding redundant solutions.

The result of workshops should be a cohesive and precise vision that includes:

- strategic business goals
- specific issues to address
- identified benefits for users and the organization

After the workshop create a brief document summarizing the main workshop findings, serving as a reference point for the team.

Practical Tips:

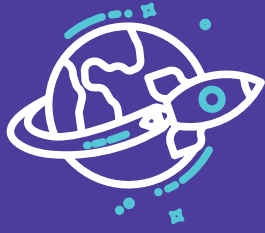
- Pose open-ended questions that provoke deeper reflections, such as "What problems do we want to solve?" or "What will differentiate our proposal from the competition?".
- Use visual tools, such as **mind maps** or **SWOT diagrams**, to better understand the business context.
- Encourage active **participation from all team members**, ensuring that every voice is heard.
- Prepare space to temporarily **park unrelated yet promising ideas** to avoid distraction, noting them for potential future development after the sprint.



The Business Design Workshop is a key element that outlines the path to concrete goals. Ready for a next step to transform a vision into reality?



Business Design Workshop



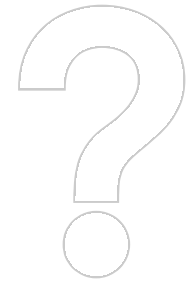
Part 3

Who will use your solution?

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Who will use your solution?



Map information about your end users. Through multidisciplinary collaboration, pave the way for a solution that resonates with your users, fostering innovation rather than bureaucracy.

Define a sprint goal

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What will help?

Personas, user/job stories

Step impact

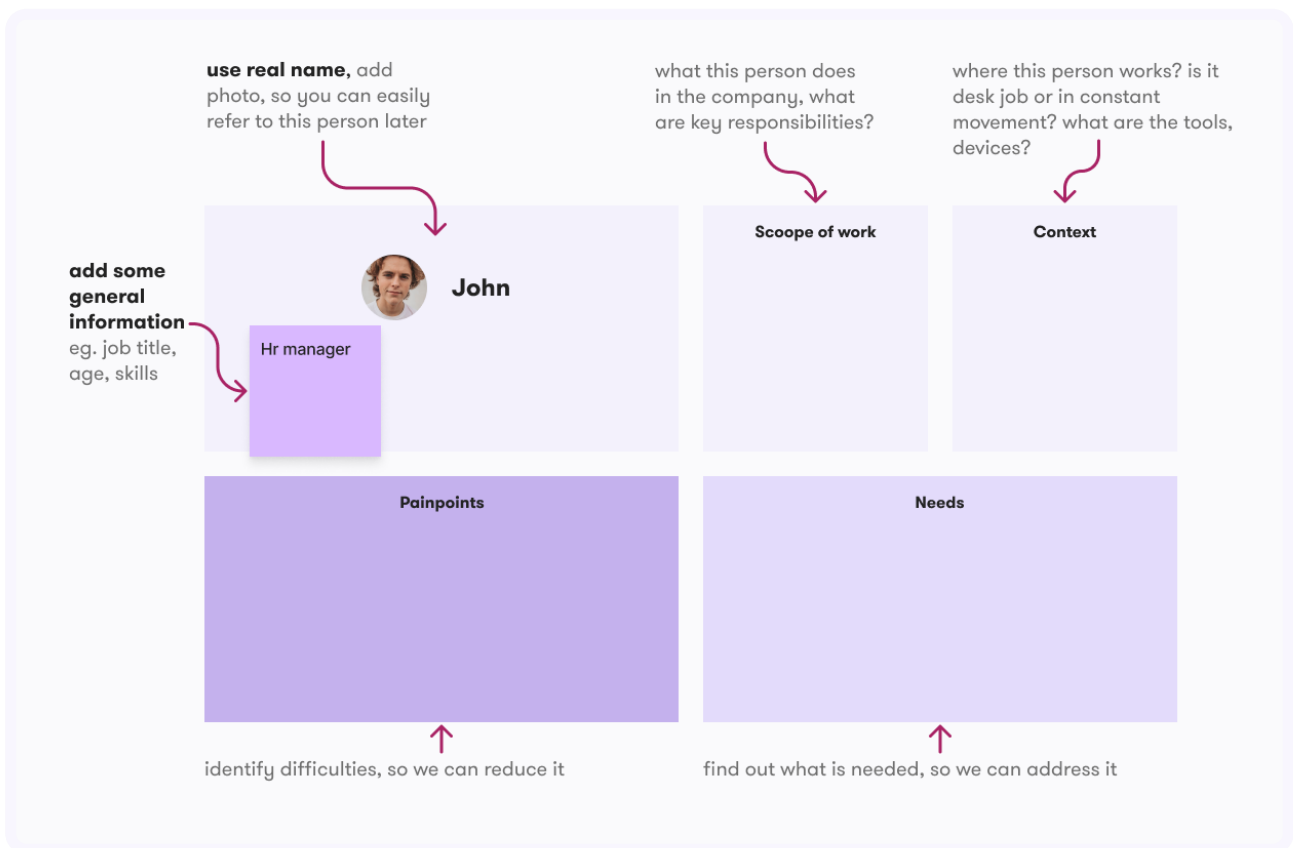
Focusing on end-users and their needs creates a bridge, connecting your solution with real user expectations.

In this phase, we will focus on identifying the main user groups through the use of personas and user stories. This is a crucial step towards creating a solution that truly meets the expectations of the target audience.

Personas

Though this exercise you create fictional yet realistic user descriptions. It condenses data and visualizes insights, ideally crafted from research like user interviews or quantitative analytics. In the absence of research, proto-personas can be constructed, but their assumptions need later validation.

It's essential to recognize that a Persona isn't an average user but represents common traits within specific user groups, emphasizing shared attitudes, goals, pain points, and expectations.



Personas

Practical Tips:

- Incorporate different perspectives in the persona creation process to avoid biases and limitations.
- Focus less on demographics and preferences and more on needs, reservations, actions, and reasons.
- Don't hesitate to use this artifact after the sprint as well! Regularly update your personas to reflect changing market needs.

User/Job Stories

You will expand on personas by creating specific user stories. These narratives will help understand how your solution can fully meet the needs of each user group. The stories should be brief, informal, non-technical, and general, emphasizing how our work translates into a benefit for the user.

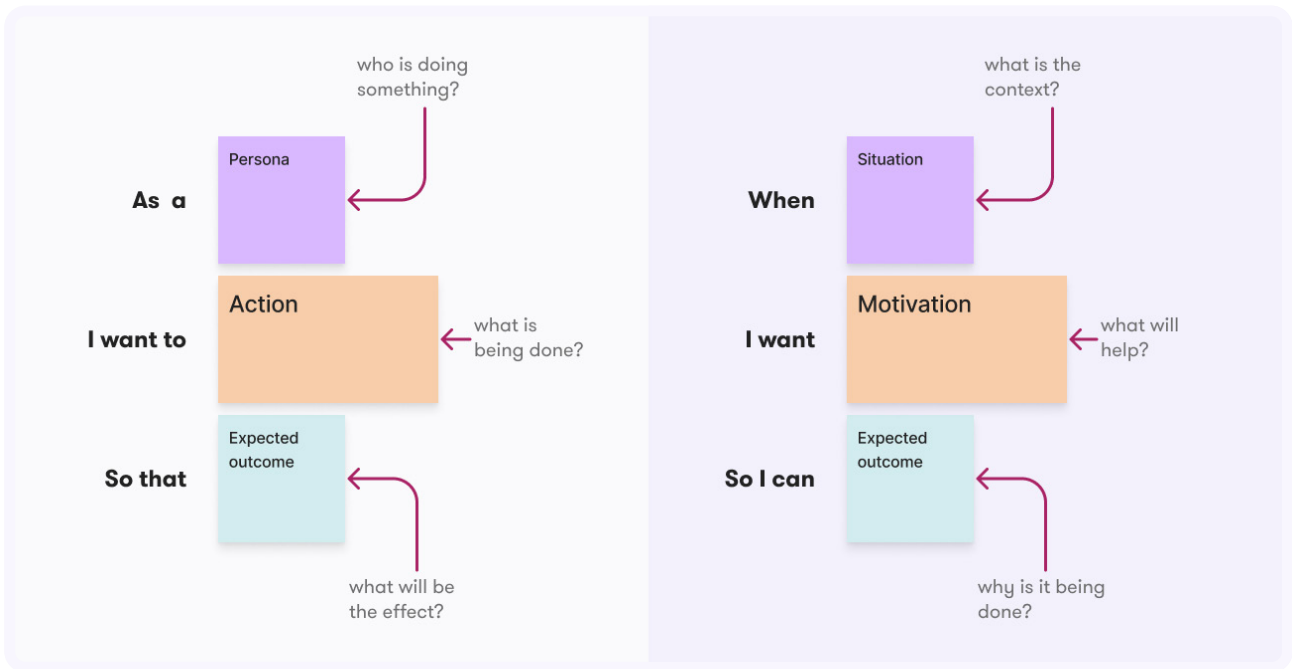
A typical user story follows the structure

"As ..., I want to ... so that ..." such as:

- "As a sales professional, I want to share notes with my colleagues, so that we can more effectively close a sale."

This format focuses on roles, which is especially useful when dealing with multiple personas with diverse processes in the system. If the emphasis is on the context of use, a job story can be applied: "When ..., I want ... so I can ..."

- "When my colleague is absent, I want to see conversations my colleagues had with a lead in the , so I can take over and close a sale."

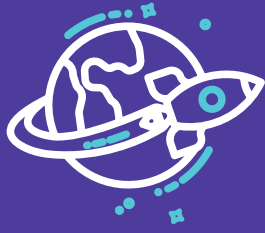


Practical Tips:

- This exercise is about gathering requirements, not defining final solutions - focus on user intentions rather than the method of implementation or interface.
- Carefully tailor user stories to different personas, considering their unique characteristics and expectations.
- Consider different usage scenarios to better understand how users will interact with your product.

Defining personas and user stories will lead to a better understanding of diverse user groups. As a result, your solution will be more flexible and tailored to various needs.

User/Job Stories



Part 4

What is the scope?

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What is the scope?



No need to grasp everything at once. Defined structure and clear priorities ensure that your digital solution remains streamlined, cutting through the noise to deliver real value.



What will help?

Functionalities prioritization, information architecture, defining system roles

Step impact

Clearly delineate your scope from prioritized functionalities, ensuring strategic focus.

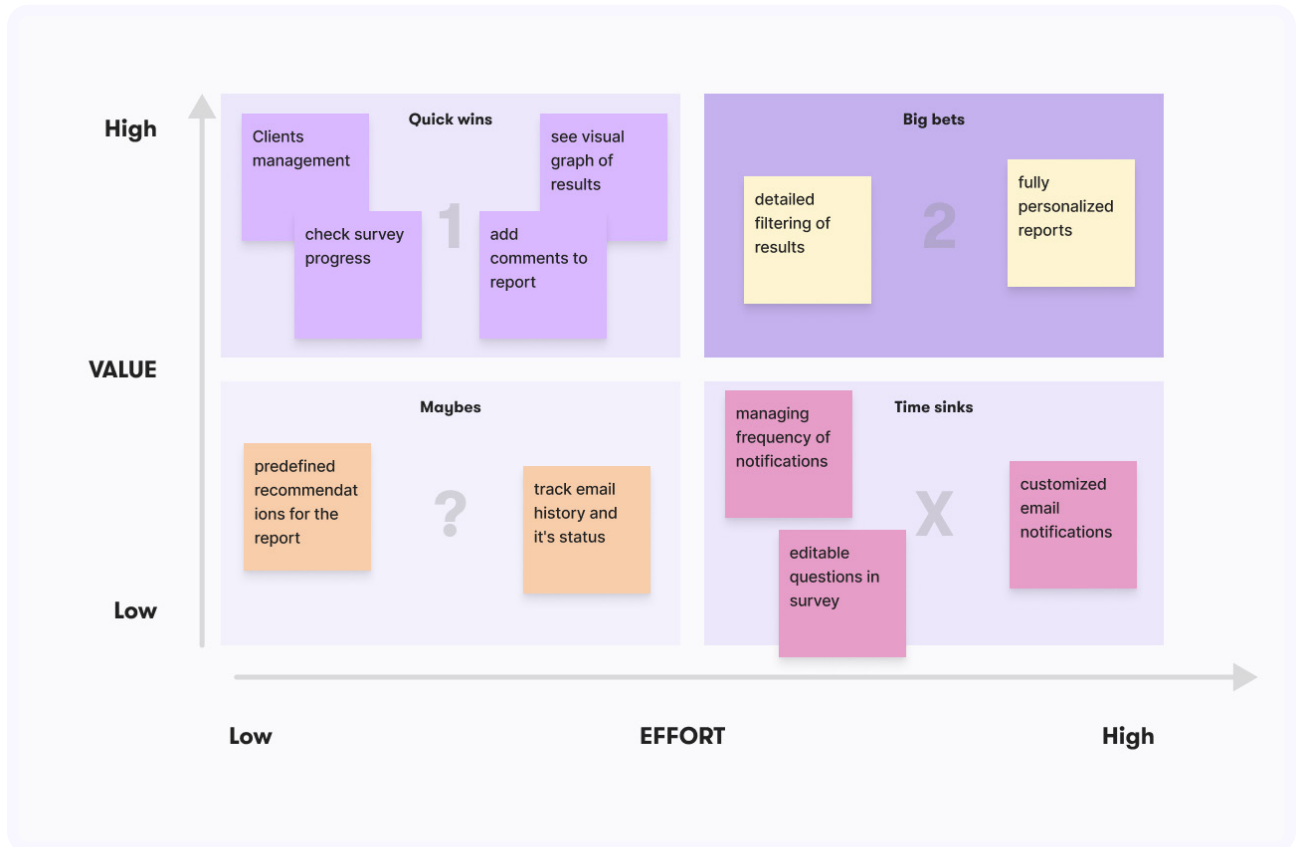
Prioritization of functionalities

In this stage, focus on determining which features are crucial for your solution. You can use a simple value-effort matrix to identify features with the highest potential and minimal effort.

To get a comprehensive view, involve individuals with diverse backgrounds. The business team can assess value and effort for the organization, the UX team can represent users' perspectives, and the development team can estimate implementation difficulty.

Practical Tips:

- Focus on "quick wins" – functionalities with high value and low effort that bring immediate benefits.
- Don't hesitate to identify "time sinks" – features with low value and high effort that can be deferred to a later stage.



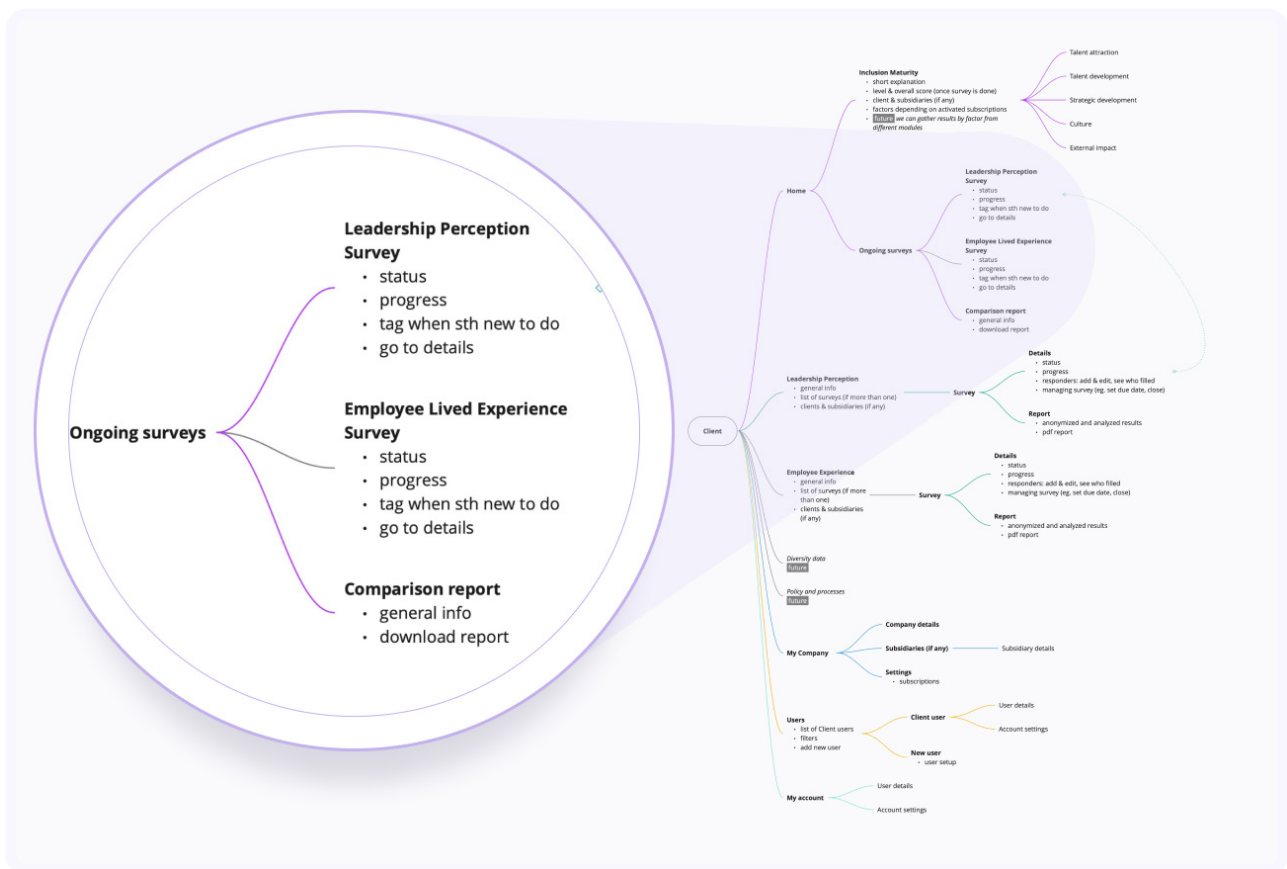
What is the scope?

Information Architecture

Define the preliminary structure of your solution, creating a diagram with key categories and subcategories. This acts like a map, showing how users navigate the system and how content is organized. This will be the backbone of our product that enables navigation through your product. It can be tailored for different roles and include limited access to specific system sections.

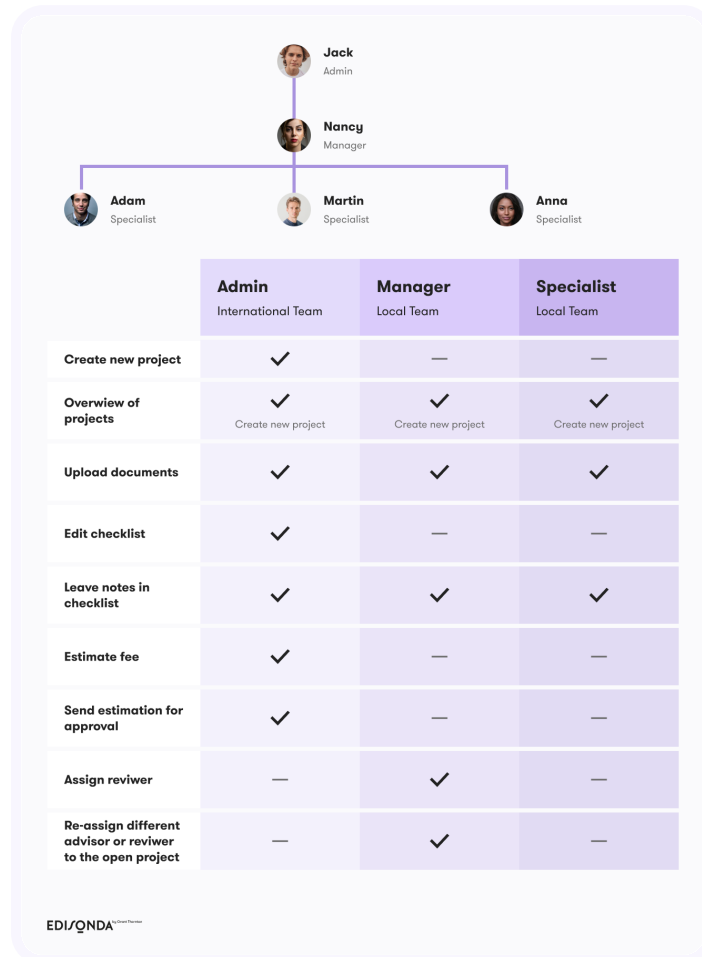
Practical Tips:

- Ensure that labels are appropriate and consistent to avoid confusion in navigation.
- Consider a scalable information architecture to easily add new content and features in the future.



Defining roles in the system

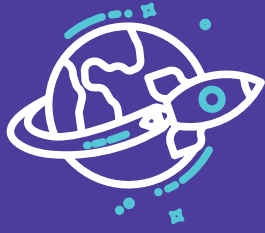
In this phase, you will define various roles, privileges, and access rights in the system. Determine which parts will be accessible to different groups, customizing the interface to meet their unique needs.



Practical Tips:

- 🕒 **Ensure data security** by precisely defining access to individual sections of the system.
- 🕒 Consider the scalability of role structures to easily **adapt to potential future changes** in the organization.

Ready to gather all insights you've gathered so far? Let's move on to last phase of the Discovery Sprint!



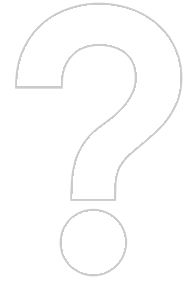
Part 5

How will it work?

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How will it work?



Based on all previous materials, we can propose what the final solution could behave and look like. We present the most important views to help everyone understand the whole idea and support the narrative.



What will help?

User flow, visual concept, design system

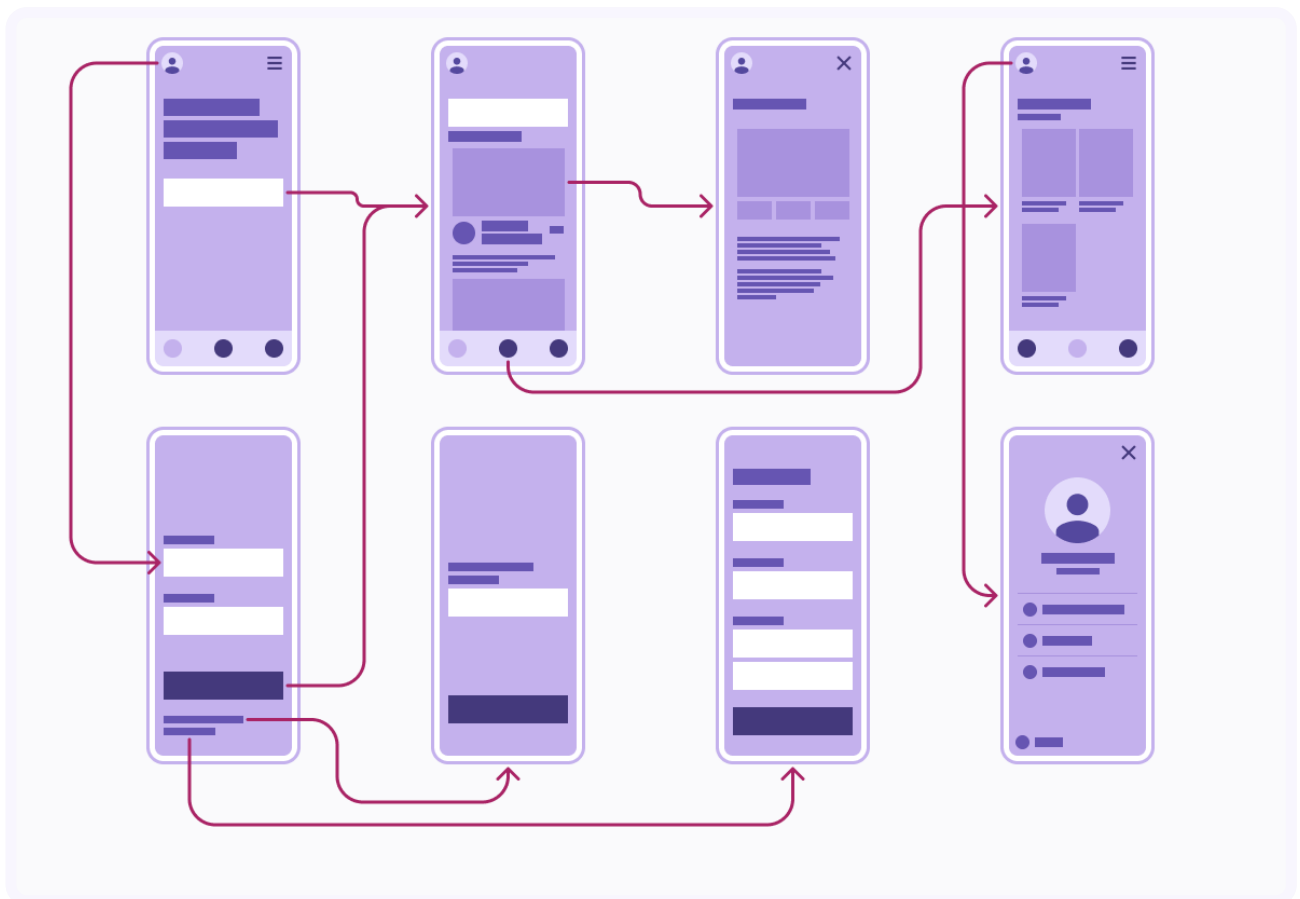
Step impact

Visual materials translates abstract concepts into tangible solutions. While not delving into many details at this stage, it forms a solid foundation for initial validation and further development.

How will it work?

User Flow

To estimate the time and effort needed to implement the target solution, map the screens required to make the whole process work. Then arrange them into a diagram that visualises connections between them. It will show how many screens you need and in what order they should be designed.

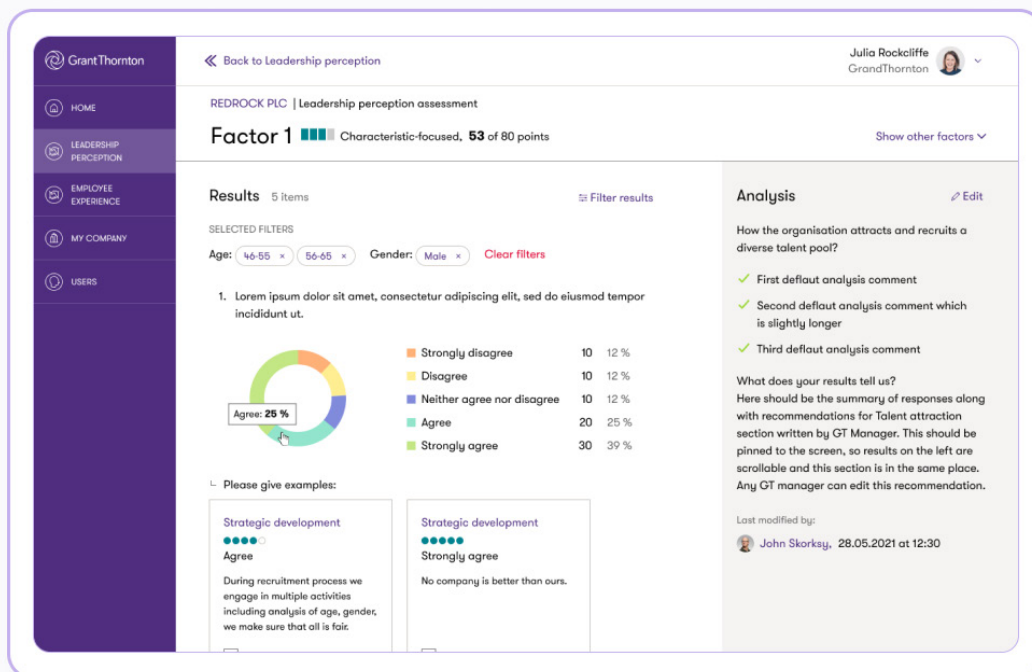


Practical Tips:

- Start with a flowchart that shows **users' decision-making process** and steps for completing tasks in different use cases
- Describe key information or **features that users see on each screen** and how it impacts their decision-making process through the product.

Visual Concept

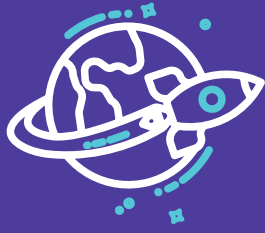
At this stage, you are ready to prepare a visualization of your product, showcasing essential views. We will focus on a valuable presentation, using real content to best convey the context of use.



Practical Tips:

- Typically, **5 designs of the key screens** are sufficient to grasp the whole concept.
- You can prepare visualizations even on paper, but as a picture is worth a thousand words, we recommend taking advantage of a **dedicated Design System** or public components library.

Congratulations, your concept has its basic tangible shape and is ready for further promotion!



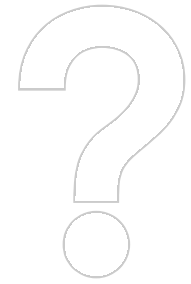
Part 6

What's next?

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What's next?



Highlight key insights from the Discovery Sprint, present results to stakeholders, gather feedback, and iterate! This not only helps estimate the time, effort, and cost of implementation but also serves as a powerful tool to spread your idea further, invite exploration, and garner necessary acceptance.

At the conclusion of the Discovery Sprint process, present a clear summary of key findings. Compose a concise presentation highlighting significant aspects of our work during the sprint.



What will help?

Functionalities prioritization, information architecture, defining system roles

Step impact

Clearly delineate your scope from prioritized functionalities, ensuring strategic focus.

Based on the gathered data it's possible to accurately determine:

- time
- effort
- implementation costs

Idea validation with users



After completing the discovery sprint, it's worthwhile to validate the product idea through conversations with potential users or more formal exploratory research. Consider whether your idea is clear and appealing to potential users, then utilize feedback and suggestions to adjust the project to real market expectations.

Possibility of adjustments

After validating the idea, be prepared for potential adjustments. Consider the possibility of another Discovery Sprint, allowing you to adapt the project to any changes and new insights.



If the idea proves more complex than anticipated, requiring reevaluation and some elements not making sense, don't worry. This is the purpose of the sprint – to uncover complexities early and avoid investing more resources later.

Post-sprint, you'll have a clear understanding of issues and blockers. Stay positive, as encountering challenges is part of the process, providing valuable lessons even for the most successful products.



Idea validation



Need some more guidance?

Our seasoned experts are poised to guide you through each Discovery Sprint phase, providing strategic solutions tailored to your unique challenges. Let's reshape your digital product together!

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Business Design Experts

EDISONDA is a team of experienced business and product design practitioners. We specialise in driving innovation in the digital product landscape.



We work at every stage of the innovation process, from research and design to implementation and continuous improvement of the product or service in play. We create systems and innovations that drive business efficiency. We also value long-term partnerships, because we know from experience that better understanding leads to faster creation and implementation of effective innovation.

We undertake distinctive, challenging projects for large companies and corporations, as well as fascinating, ground-breaking projects for smaller businesses. As experts with years of accumulated knowledge and finely honed tools and processes, we're committed to helping you increase the effectiveness of your ideas and digital solutions. All so you can achieve the success you're striving for.



Edisonda's strength lies in its people

Since 2009 we have been gradually building our team. EDISONDA currently employs more than 50 experienced specialists and experts in various fields. People who not only possess immense knowledge, but also have the courage to challenge established assumptions and ask challenging questions that lead to valuable answers.

Our team includes product, visual and business designers, CX researchers and analysts. Each project team is supported by a project manager.

The core of our team is made up of experts with over 10 years' experience and consultants with 5 years' experience in research and digital product design. As a result, you can trust us on your journey to greater business efficiency.

We improve business efficiency in key areas



Digitalisation and process strategy:

We identify development potential, recommend directions and develop strategies.



Innovation and digital products:

We review digital tools, extend their functionality and improve their usability.



Optimisation of products, services or processes:

We provide support in the conceptualisation phase, in the creation of MVPs and in the testing of prototypes. We also improve those already in use.



B2B and B2C sales:

We optimise the checkout process, increase conversion rates, redesign and improve customer loyalty.



Digital customer service:

We design user-friendly and intuitive self-service applications and systems, as well as eBOKs (electronic customer service offices).



HR process support:

We specialise in intranets, employee portals, business systems projects and back office functions.



Do you need support in the
development of digital products?

Let's talk!



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