STX NEXT
python powerhouse

Software Product Discovery Workshops

A Step-by-Step Agenda for a Successful Digital Project Kickoff

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Introduction

Discovery workshops serve three main purposes:

- defining your idea enough to understand the challenges of implementing it,
- ensuring your idea aligns with your business goals,
- getting enough details to start planning development.

The workshops are very often the first step in Agile product development, since they produce deliverables that provide ideal input for the project. You can learn more about discovery workshops from this article, where we discuss the process in depth.

This step-by-step agenda is meant to show you exactly what to expect from discovery workshops. Keep in mind that the process is tailored individually to each and every client we work with. Here, we only give you one of many, many possible formulas.

Feel free to use this document as a preparation checklist for your actual discovery workshop process. We believe there's a high chance it'll help you see the potential of your product from a different perspective.

What To Expect From Discovery Workshops

Steps to take before the workshops

- ❏ Picking the dates
- ❏ Selecting the team members
- ❏ Collecting input from stakeholders, including board members
- ❏ Collecting input from the subject matter expert(s) in your business domain
- ❏ Providing all the documents that may impact the process

Documentation you should prepare before the workshops

- ❏ Current business plans and business strategy documents
- ❏ Procedures describing your ongoing processes and the ways you work
- ❏ Any previous product notes, plans, or existing documentation
- ❏ All other documents you think may be of use

Remember to make sure you have the right stakeholders onboard, either by collecting their input beforehand or including them as members of your workshop team.

What you can expect on the first day of the workshops

- ❏ All the necessary "tools," such as pen and paper, whiteboards with markers, post-it notes in various colors, and so on
- ❏ A separate room prepared for your exclusive use throughout the whole process
- ❏ A team of three from STX Next, fully prepared for the workshops

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Module #1: Product Vision And Strategy

Questions you can expect and areas we'll be exploring

- ❏ What is your target audience?
- ❏ How do you want to help them?
- ❏ Where do you want to be in a year's time?
- ❏ Where should your potential users be in a year's time?
- ❏ Why do you think your vision for the future matters?
- ❏ Who are your competitors?
- ❏ Why haven't they implemented a product like the one you're considering?
- ❏ What can you learn from the competition?
- ❏ What is your unique advantage that can't easily be copied by anyone else?
- ❏ What makes you and your product clearly distinguishable from your competitors?

Deliverables you can expect

- ❏ Finalized vision statement
- ❏ User value flow mapping all the users and stakeholder groups of the product and outlining the business model
- ❏ Competitive landscape and unfair advantage explaining how and why your product will stand out from the competition

Module #2: Clients And Users

Questions you can expect and areas we'll be exploring

- ❏ Who are your potential users?
- ❏ What is their age, gender, wealth, and so on?
- ❏ Can you recognize more than one user type?
- ❏ What are the goals and needs of your target audience?
- ❏ How do they work or live now, without your product?
- ❏ Why should your target audience use your product in place of what they're currently using?
- ❏ How much can they spend on your product?
- ❏ Why would your potential users be willing to pay for your product?
- ❏ Why would they change how they work?
- ❏ How can you make the change easier for them?

Deliverables you can expect

- ❏ User segments and attributes detailing all your potential users
- ❏ Proto-personas describing an archetype of your product's core end users in depth

Module #3: Product Development Planning

Questions you can expect and areas we'll be exploring

- ❏ What functionalities are necessary for each of the user stories?
- ❏ What is the minimum functionality you need to put together in order to perform initial product testing with potential users?
- ❏ How quickly do you want to proceed with testing?
- ❏ When do you expect your product to be completed?

Deliverables you can expect

- ❏ Roadmap with milestones prioritizing your next steps
- ❏ User story mapping visualizing the actions your users take
- ❏ MVP definition
- ❏ Interface sketches
- ❏ System architecture overview

Final Thoughts

A couple of days after the workshops are over, all your deliverables from all three modules will be shared with you in a form that is easy to present during an official meeting with your stakeholders or investors.

Hopefully, this checklist helps you prepare for the discovery workshops and make you more comfortable during the process.

If you wish to learn anything else about discovery workshops or have questions that need answering—we are at your disposal.

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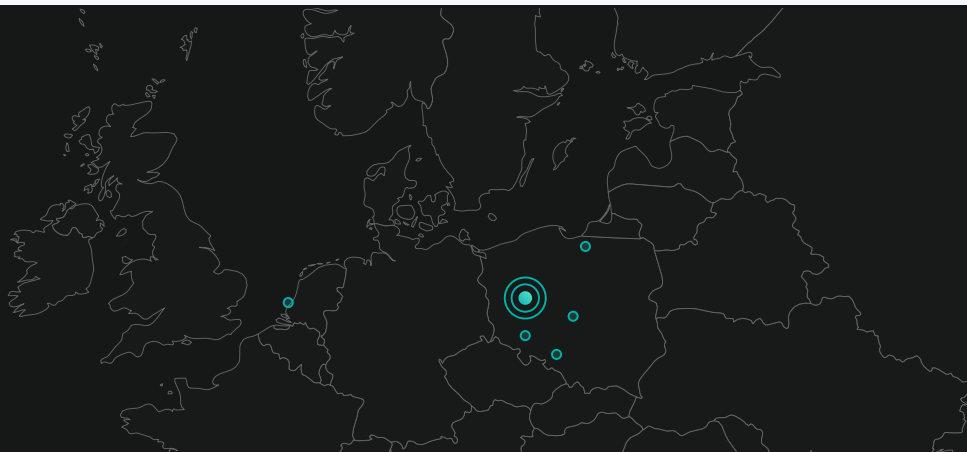professionals on board

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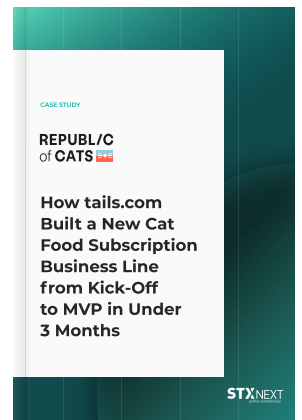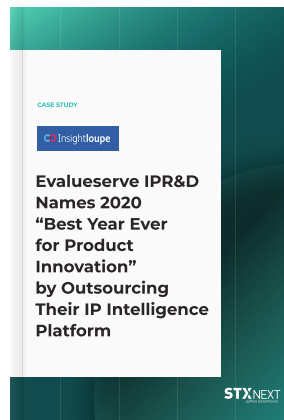61-854 Poznań, Poland
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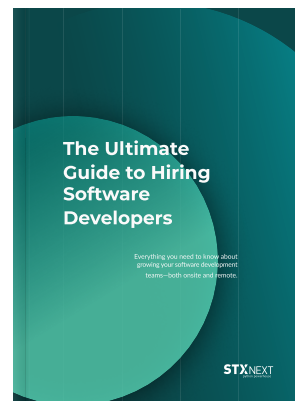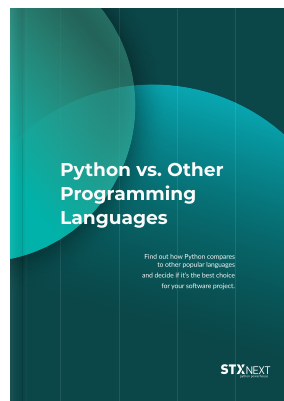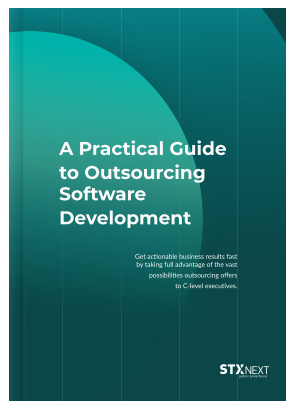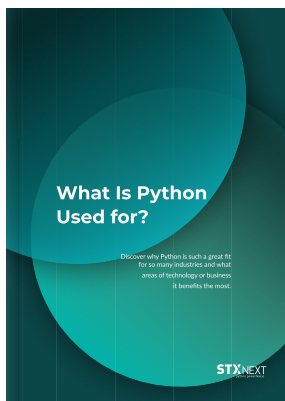Katowice ◉
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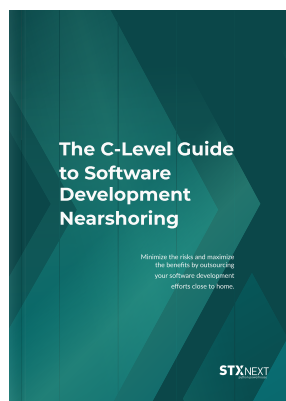of software development experience.

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