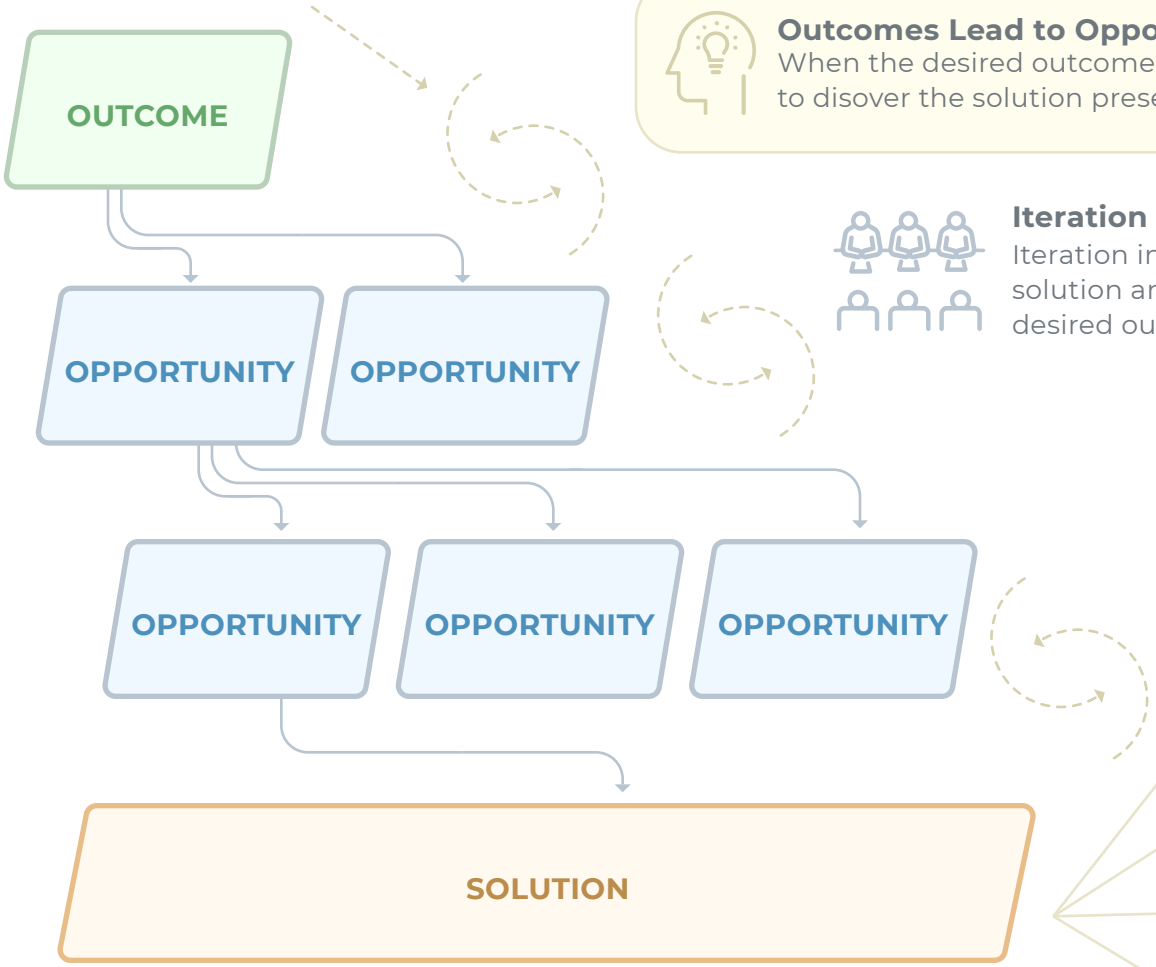
AGILE PRODUCT DISCOVERY PROCESS

Product Owner & Product Team
Frequent meetings designed to elicit desired outcomes.

Outcomes Lead to Opportunities
When the desired outcome is defined, an iterative approach to disover the solution presents product opportunities.

Iteration of the Opportunities
Iteration in the opportunity stage clarifies the solution and brings the solution closer to the desired outcome.

Develop a Product Roadmap
The solution roadmap and technical requirements are defined.



- The solution must address the opportunity with the desired outcome.
- The solution must solve a real challenge or pain point.
- The solution must have a clear path to success for the business.
- The solution must be usable, feasible and well designed.

Product Team Roadmap
The next step is to get started developing the solution while continuing to check in using this framework.