

Customer Insights at Scale

How to leverage product discovery

Today, every organisation collects data and customer feedback
- but very few act on it.

Challenges of Fragmented Insights

1) Data Silos: Isolated pockets of information within different departments.

2) Inconsistent Data Formats: Varying structures, standards and formats.

3) Delayed Decision-Making: Time-consuming data aggregation and analysis processes.

Business Impact:

- Outdated, inaccurate Insights
- Inefficiency and delayed development
- Missed opportunities and expensive market failures

Example from Real-Life

Customer discovery

of new product bundle for key vertical

Challenges:

- Pre-launch discovery phase
- Time-consuming recruitment
- Limited participant pool
- Heavy dependence on sales
- Constrained resources and budget
- Project-based team



Gaps of Scaling Discovery

- Systematic Gap - insufficient ownership and processes
- Skill Gap - doubtful quality of execution
- Insight Gap - inefficient sharing and action

Without discovery, products tend to stagnate by getting stuck focusing on the short-term delivery.

To win tomorrow, companies have to build the systems and processes to enable product organizations to deliver the right products, faster.

That's what product discovery is about.

Discovery feeds delivery and delivery
feeds discover,
in a continuous loop

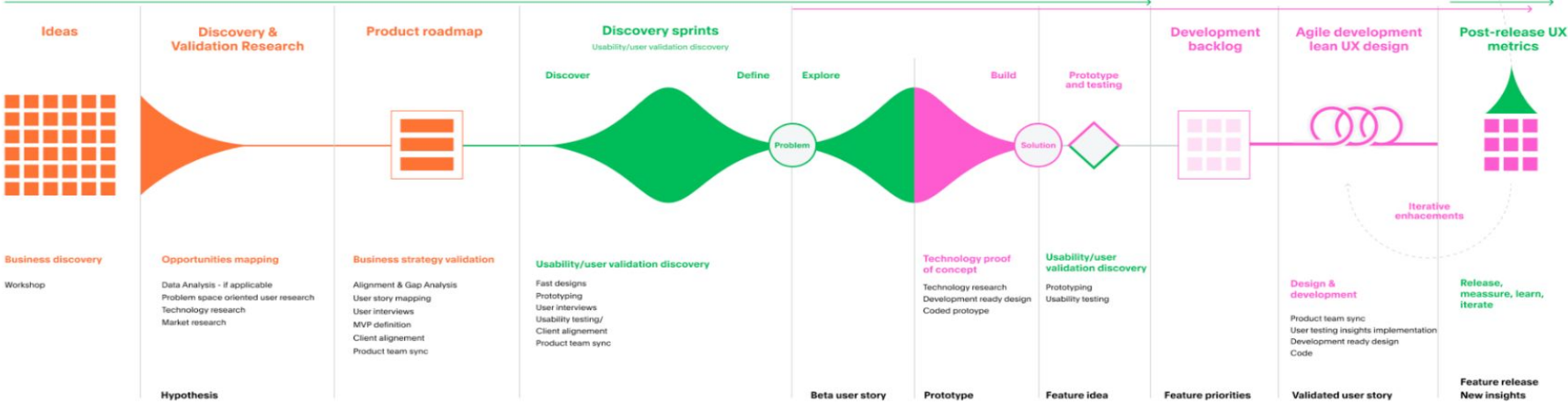
throughout the entire
product development process.

Product Development Process

Continuous business strategy validation

Product definition

Product delivery



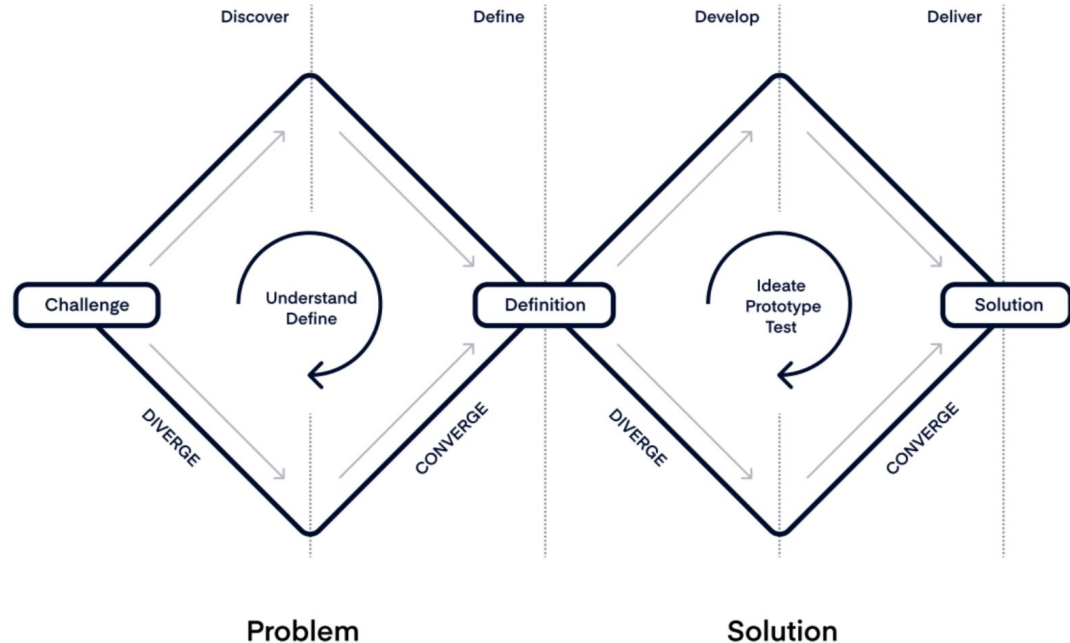
■ Strategy discovery
 ■ Production discovery
 ■ Production delivery

The key is getting teams comfortable with working
with the opportunity space
- instead of jumping straight into the solution space

it's a mindset shift

Key Elements of Product Discovery

1. Customer interviews
2. Product analytics
3. Competitor analysis
4. The five 'whys' technique
5. Brainstorming & ideation
6. Stakeholder management
7. Prioritization techniques
8. Prototyping
9. Usability testing



Do discovery to learn,
not to confirm.

Think of discovery as a tool,
not a phase.

Customer Insights at Scale

- In-app customer feedback (*Hotjar, Aha!, Uservoice*)
- Product analytics and insights (*Amplitude, Mixpanel*)
- Automate weekly customer interviews (*Calendly, Teams*)
- Usability testing and prototyping (*Maze, Lookback*)

? Buy-in from senior management

= Prioritize based on skills, maturity and need

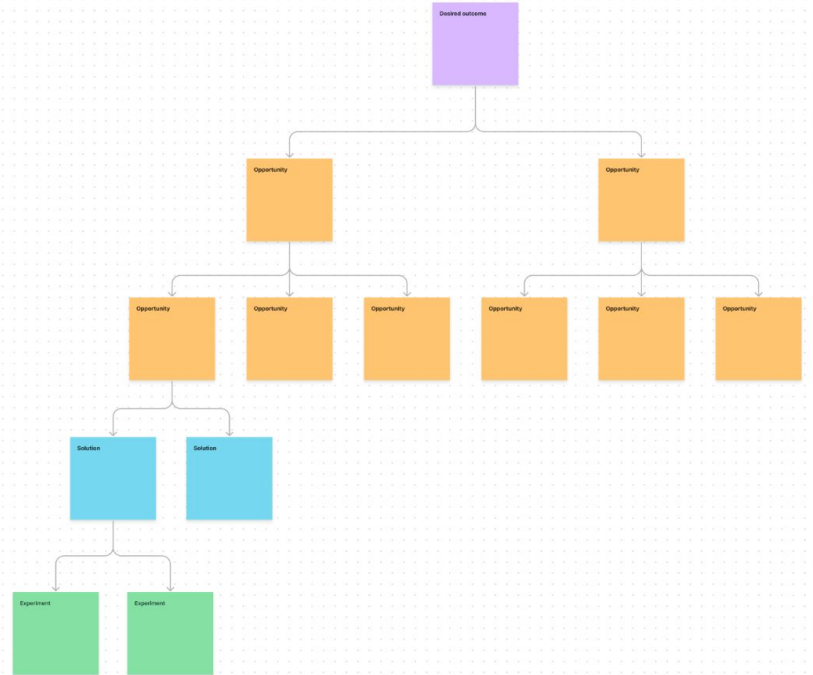


Opportunity Tree & Customer Journeys

Minimize complexity = visualize opportunities

Focus on opportunity spaces within desired customer outcome

Always focus on the customer experience to understand the pain points and jobs-to-be-done in the opportunity space

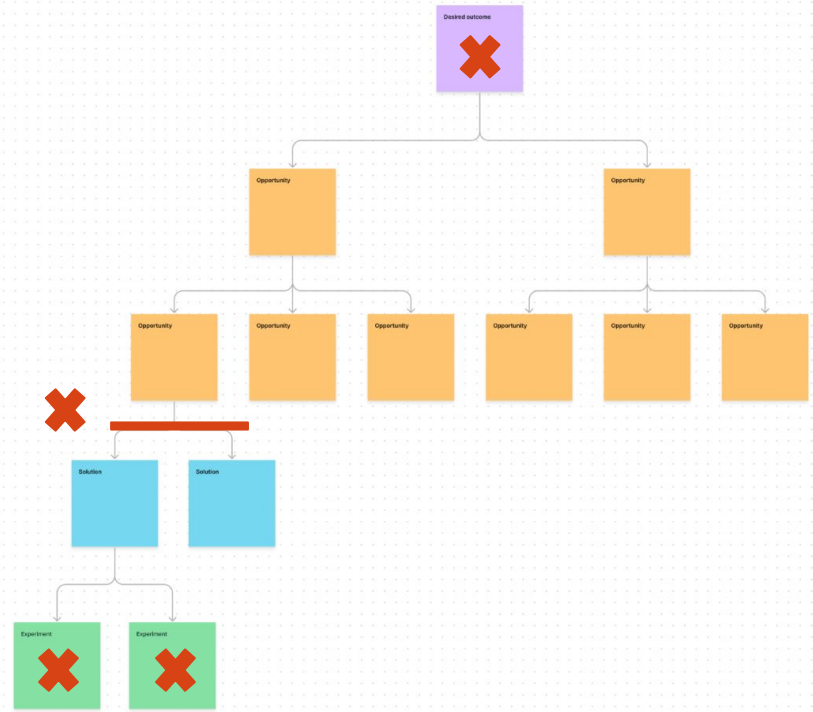


Example: Mistakes & Learnings

Customer discovery

of new product bundle for key vertical

- No quantitative desired outcome:
x% of new customers
- Separate Discovery and Delivery team:
limited ownership of insights
- Overlooked experimentation:
no assumption testing = bias



Discovery feeds a continuous stream of customer insights into your decision and prioritization frameworks.

7 Steps to Get Started

Continuous product discovery requires an update in mindset and processes.

1. Commit to a continuous mindset focused on outcomes, not output
2. Assemble your product trio: product manager + designer + tech lead
3. Integrate in-app widgets, systems and tools
4. Automate your weekly discovery process
5. Improve your research questions and techniques
6. Visualize your thinking with opportunity trees/experience maps and customer journeys
7. Workshop for faster decision-making and product prioritization

Product discovery is important because it's too easy to build the wrong thing which your ego thought was the right thing.

Thanks!

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