

Product Discovery – Business

The business product discovery service options offers a comprehensive, research-driven product discovery process designed for clients who require deeper insight, structured validation, and a more detailed product foundation than the preceding plan provides. This service is appropriate for businesses preparing for full-scale development, early-stage startups seeking clarity before investment, and teams pursuing a well-defined MVP or version-one release. The service typically spans 2 to 5 weeks, depending on project complexity and stakeholder availability.

Overview

This specific plan expands on the Essential package by incorporating deeper analysis, structured validation methods, detailed user experience mapping, and more extensive consultation. It provides both strategic and practical guidance supported by research and early-stage user insights. The goal is to deliver a complete product blueprint that reduces uncertainty, clarifies requirements, and ensures all stakeholders are aligned before entering design and development.

Scope of Services

1. Strategic Consultation Sessions

- Multiple structured sessions to define product objectives, refine the vision, and align the product roadmap.
- Guidance on positioning, differentiation, business model considerations, and early market strategy.
- Ongoing consultations throughout the 2–5 week process to validate decisions and refine assumptions.

2. Expanded Idea & Market Validation

- A deeper analysis of the product's viability across market demand, user needs, and competitive landscape.
- Evaluation of customer segments, potential adoption barriers, and early indicators of opportunity or risk.

- Clear validation outcomes that support strategic decision-making.

3. User Persona Development

- Creation of detailed user personas based on research, data, and client insights.
- Inclusion of demographic, behavioral, and functional data relevant to product adoption.
- Prioritization of primary, secondary, and edge-case user groups.

4. Feature Definition and MVP Requirements

- Creation of a structured feature requirements list for the product.
- MVP scoping with rationale, prioritization models, and phase-by-phase recommendations.
- Early-stage planning to ensure the product remains feasible and aligned with budget constraints.

5. Detailed User Journey Mapping

- Mapping of full end-to-end user journeys across primary flows and critical interactions.
- Identification of friction points, opportunities, and differentiators within the product experience.
- Clarification of how key features tie into the overall user flow and experience narrative.

6. High-Level Technical Review

- Assessment of possible technical approaches, architecture considerations, third-party integrations, and constraints.
- Evaluation of potential development challenges and mitigation strategies.
- Recommendations for technology choices and platform direction where appropriate.

7. Initial Product Architecture Outline

- A conceptual outline of the product's functional structure.
- Mapping of key system components, user roles, and major workflows.
- Preparation of foundational guidance to speed up the development team's planning phase.

8. Research Summary and Recommendations Report

- Delivery of a comprehensive report summarizing all findings, insights, and recommendations.
- A structured next-steps plan with development phase guidance, estimated complexity, and suggested timelines.
- Documentation that serves as a blueprint for UI/UX design and development teams.

Outcome and Value

Clients who complete the Business pack gain:

- A validated, well-defined product concept supported by structured research.
- Clarity on target users, key differentiators, and market positioning.
- A complete set of prioritized features and a clear MVP definition.
- Detailed user flows and journey maps to guide the next phase.
- High-level technical insights that reduce uncertainty and avoid costly architecture mistakes.
- A professionally developed blueprint that allows developers, designers, and stakeholders to begin execution with confidence.

This plan is ideal for businesses preparing for development, seeking investment, or needing a professional, research-backed product foundation.