

# Product Discovery – Corporate

The corporate product discovery service option is a full-scale, enterprise-level product discovery program designed for organizations requiring extensive research, comprehensive validation, stakeholder alignment, and a deeply detailed product blueprint prior to development. This plan is suited for complex systems, products entering competitive markets, cross-department initiatives, or solutions that require broad user testing, technical architecture planning, and multi-layered strategic analysis. Delivery typically spans 5 to 8 weeks, depending on product scope and organizational depth.

## Overview

This tiered option in our product discovery lineup provides the most robust version of product discovery, combining in-depth market analysis, advanced user research, complete journey modeling, technical architecture guidance, and collaborative stakeholder workshops. The objective is to remove ambiguity, validate every core assumption, and define a fully informed product roadmap that ensures development proceeds efficiently and accurately.

This plan establishes a mature, enterprise-ready foundation suitable for complex builds, multi-phase rollouts, investor-backed initiatives, and products requiring rigorous planning before development.

## Scope of Services

### 1. Executive & Stakeholder Workshops

- Comprehensive stakeholder alignment sessions across business, technical, and operational teams.
- Clarification of organizational goals, KPIs, product positioning, internal constraints, and long-term vision.
- Facilitation of cross-functional discussions to ensure all decision-makers contribute to the product direction.

### 2. Full Market, Competitor, and Industry Analysis

- Detailed analysis of market conditions, customer segments, competitive offerings, and emerging industry trends.

- Identification of market opportunities, white space, differentiators, and potential risks.
- Strategic recommendations grounded in data and industry insight.

### **3. Advanced User Research & Persona Development**

- Conduct interviews, surveys, and user feedback sessions where applicable.
- Creation of detailed user personas enriched with behavioral patterns, motivations, challenges, and contextual insights.
- Analysis of user segments to inform feature prioritization and experience design.

### **4. Comprehensive Feature Definition & Multi-Phase Roadmapping**

- Development of a complete product features catalog, including detailed descriptions and purpose statements.
- MVP definition supported by prioritization frameworks such as MoSCoW, Kano, or effort-impact analysis.
- Multi-phase roadmap outlining version releases, future enhancements, and long-term development pathways.

### **5. End-to-End User Journey Mapping**

- Detailed mapping of every primary and secondary user interaction within the product.
- Identification of friction points, optimization opportunities, and areas that require heightened UX focus.
- Integration of customer lifecycle stages to reflect how users discover, engage with, and remain active in the product.

### **6. High-Level System Architecture & Technical Planning**

- Review of technical requirements, scalability needs, integration expectations, and platform constraints.
- Outline of proposed system architecture, data flows, user roles, and structural components.
- Recommendations for technology stack options, third-party tools, and long-term scalability considerations.

### **7. Validation Through Prototyping (If Applicable)**

- Creation of conceptual or interactive prototypes to validate key flows or features.

- Feedback sessions with stakeholders or early target users to confirm assumptions and refine direction.

## **8. Risk Assessment & Feasibility Evaluation**

- Identification of product risks related to technical challenges, market considerations, compliance requirements, or resource limitations.
- Recommendations for risk mitigation and contingency planning.

## **9. Comprehensive Research, Blueprint, and Strategy Report**

- Delivery of a fully developed, multi-section report containing:
  - Market and competitive analysis
  - User research findings
  - Personas and user journeys
  - Complete product feature sets
  - Architecture outline
  - Multi-phase roadmap
  - Strategic recommendations
- This document becomes the authoritative source for design, development, management, and executive teams.

## **Outcome and Value**

Upon completion of this enterprise-level product discovery service, clients receive:

- A fully researched and validated product strategy based on extensive qualitative and quantitative inputs.
- A complete and prioritized feature set, aligned with business goals, user needs, and technical considerations.
- Stakeholder alignment across the organization, reducing delays and internal conflict during development.
- Detailed user journeys and personas that provide a foundation for UI/UX design.
- A high-level system architecture to guide engineering planning and decision-making.
- A multi-phase development roadmap that aligns expectations for timelines, resourcing, and investment.

- A comprehensive product blueprint that enables smooth, efficient, and confident transition into full development.

This plan is designed for organizations that require certainty, alignment, and depth before moving forward—ensuring the product is grounded in evidence, strategically positioned, and architecturally sound.