

The first step to launching products in market is Product Discovery



Now

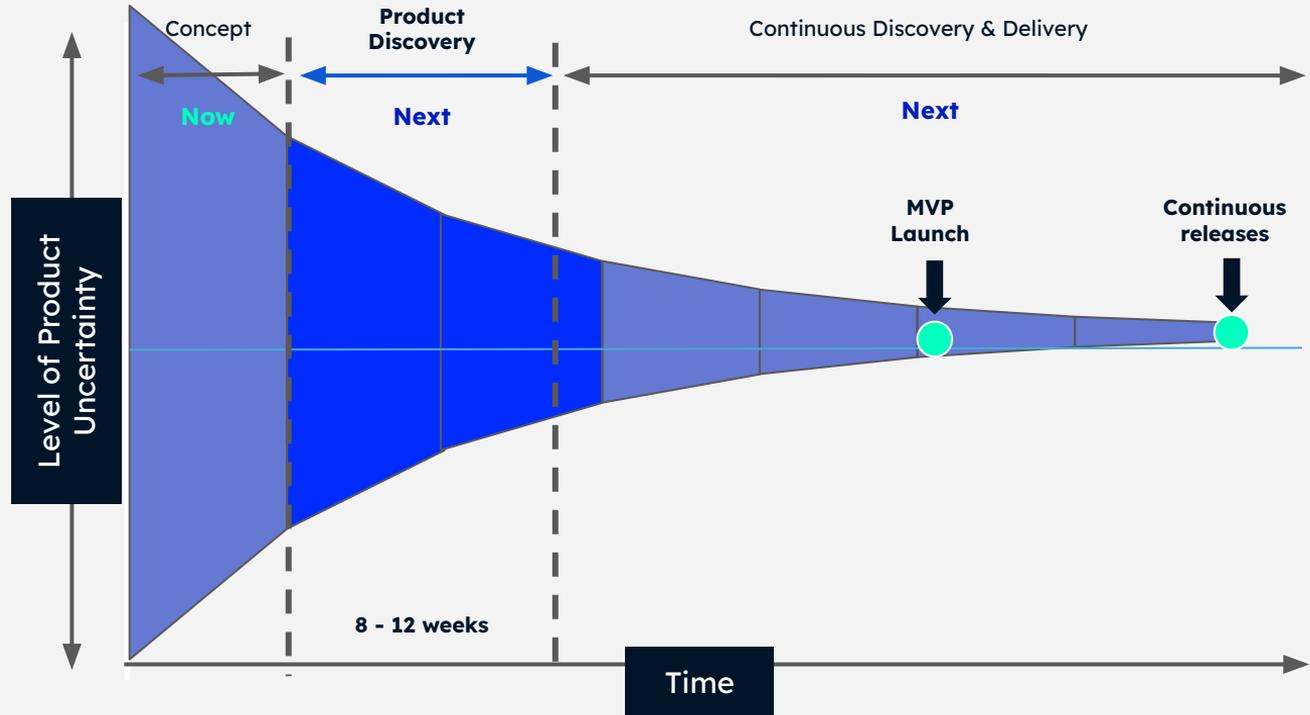
Products begin as concepts, with a high level of uncertainty around how much value they will deliver to Customers.

Next

Product Discovery aims to understand customers, what they need, and what the solution is to address that need.

Later

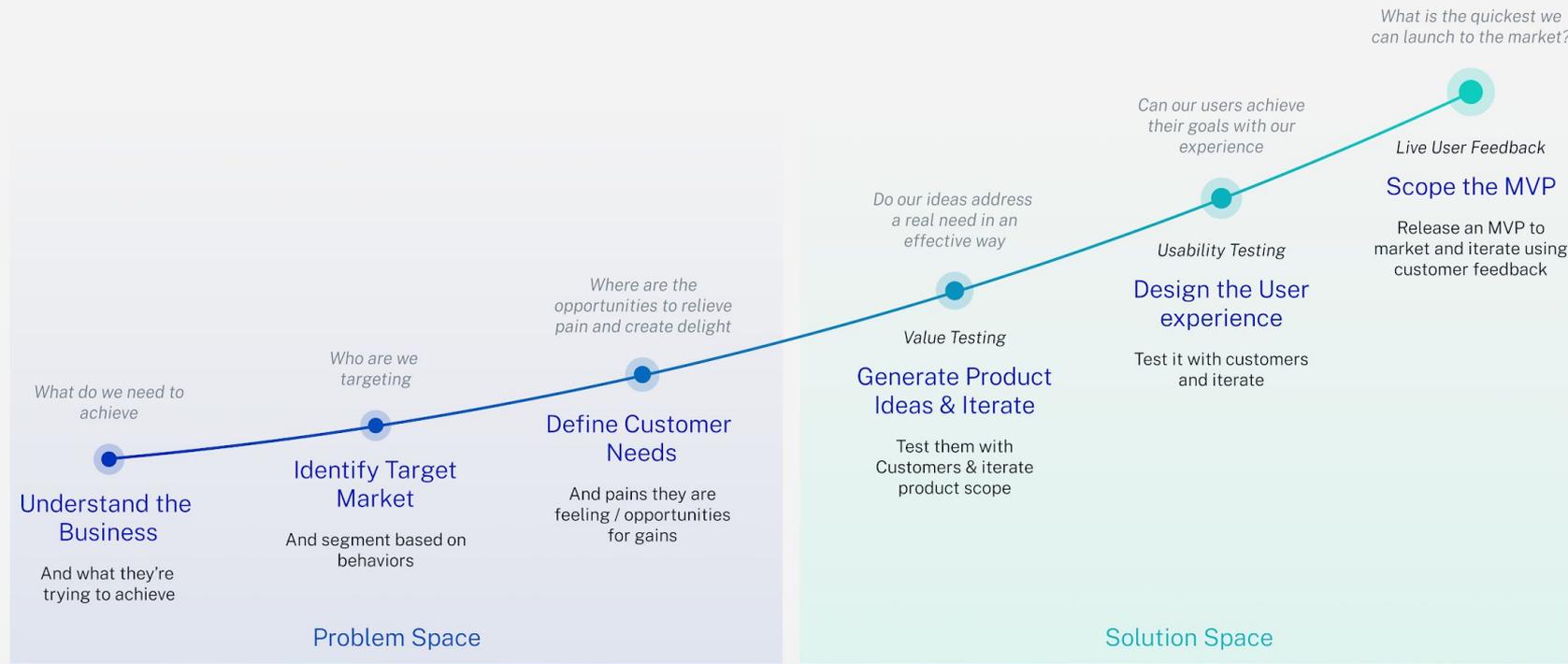
Features are delivered in an Agile way, allowing teams to react to customer feedback in real time. Products are released to market as quickly as possible and continuously iterated.



How we run Product Discovery



Starting with customer problems and rapidly iterating on feature ideas is the only way to ensure products will be successful when they launch



We are experienced in building products and features that provide a differentiated user experience



Ideas to Reality

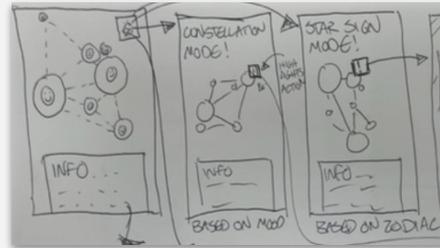
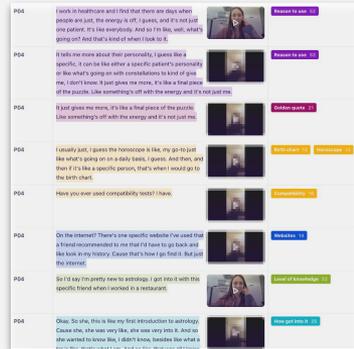
We can help you ideate, validate, launch and iterate products through our accelerated approach

Build your User Centric Culture

Our CD/CD approach emphasises constant user feedback and rapid iterations, with a culture anchored in user needs

De-risk Delivery through Discovery

By validating your concepts before they are built, and decrease time to market by eliminating unneeded features



A typical journey from user research and insights into product release

Maturity Assessment Structure

Ciklum's maturity assessment provides analysis and recommendations across the following 3 areas:

Technical Solution

- Is the current product fit for purpose?
- How does the technical design measure against current technological advancement?
- Does the solution align with industry standards & best practice?
- Will the solution support rapid development & release to allow new features to be incorporated in line with Product strategy?

People and Skills

- Does the current Team have the appropriate skills to execute the technical solution effectively?
- Does the team have the right direction to align their activity with product & GTM strategy?
- Have the current team advanced the project in line with wider company objectives and strategy?

Product and GTM

- How often do you release new features, is this optimised?
- What are the delivery mechanisms for the product?
- Are the development team aware of the strategy and direction of the product?
- Alignment between product vision, and product execution.
- How do you prioritise new features?

Objectives



Identify ways to improve time to market for new product ideas through a test & learn mindset, product discovery and research..



Blunt and frank assessment of the current product vision and delivery capabilities.



Ensure that the right foundations are in place across all 3 areas to enable a scaled release.

Assessment methodology



The three phases of the diagnostic also are considered through the ‘lens’ of strategy and delivery for a holistic view

