

Product discovery

42% of failed startups cite a lack of market need as the top reason behind their failure.

- CB Insights

Discovery is a never ending process

We see product discovery as the foundation of effective problem solving. By uncovering insights, validating ideas, and defining the core values, we set the stage for successful design, development, launch and scale. This thorough understanding of the market and customer needs ensures a solid start and drives the product's success.



Market research



Product analytics



ICP development



User research

Key activities

1 Defining the problem

- Stakeholder interviews:** Understand the vision of the client and how they wish to disrupt.
- Objective and goal setting:** We develop a very clear and specific understanding of the problem and goal with the client.
- Define target audience:** Understand who will use the product in the near and long term.
- Need analysis:** We discuss if customers actually need this product/service and how will the use evolve over time

High level outcomes

- Objective definition
- Understanding of target market

2 Uncover the underlying challenges

- Market research:** We analyze trends, opportunities, and competitive landscape.
- Customer interviews:** Understand user needs and pain points.
- Industry analysis:** Examine best practices and standards.

- Market research
- ICP Development
- User journey mapping
- Data analysis

3 Interpret your findings and re-frame the problem

- Brainstorming:** Collaborate closely with the client to generate a wide range of ideas.
- Concept development:** Our team refines the most promising ideas into concepts.
- Sketching and storyboarding:** We create initial sketches and storyboards to visualize concepts.
- Concept evaluation:** Assess concepts for feasibility, viability, and desirability.
- Feasibility Assessment:** Evaluate technical and financial feasibility.
- Tech stack overview:** Provide a comprehensive summary of the technologies and tools used in the project..

- Stakeholder alignment
- Storyboarding
- Concept evaluation report
- Technical and financial feasibility analysis

4 Identify creative solutions

- Product specifications:** Define an initial version of features, functionalities, and technical requirements of the product.
- Roadmap Creation:** We develop a detailed product roadmap, including key milestones and deliverables.
- Time and cost estimate:** Determine a projection of the project's timeline and budget.

- Feature prioritization
- Product roadmap

Ready to move forward with clarity?

Whether you need strategic direction, actionable insights, or market execution, our team is here to support your journey from vision to measurable result.

Book a consultation

