

# PRODUCT DISCOVERY

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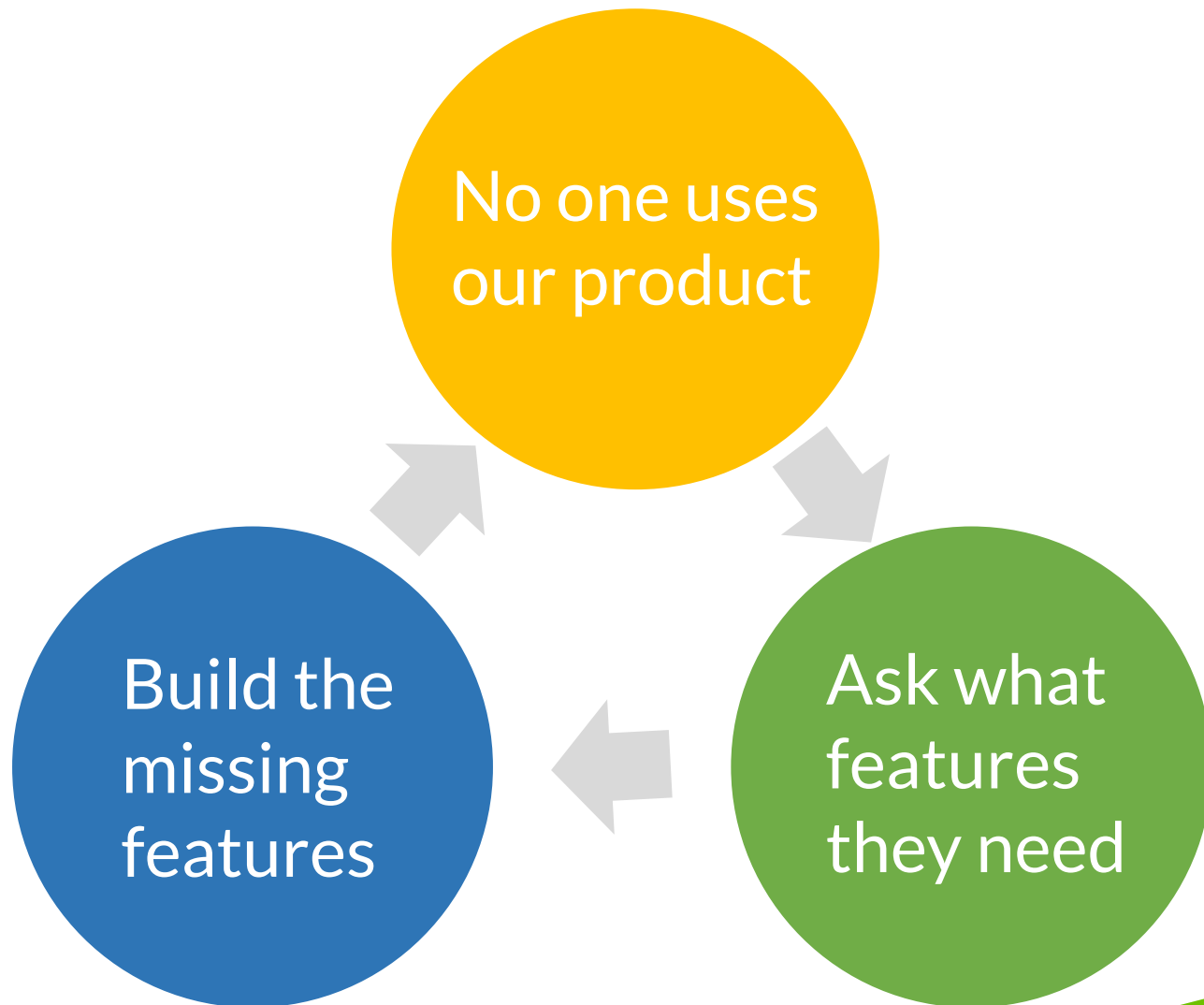


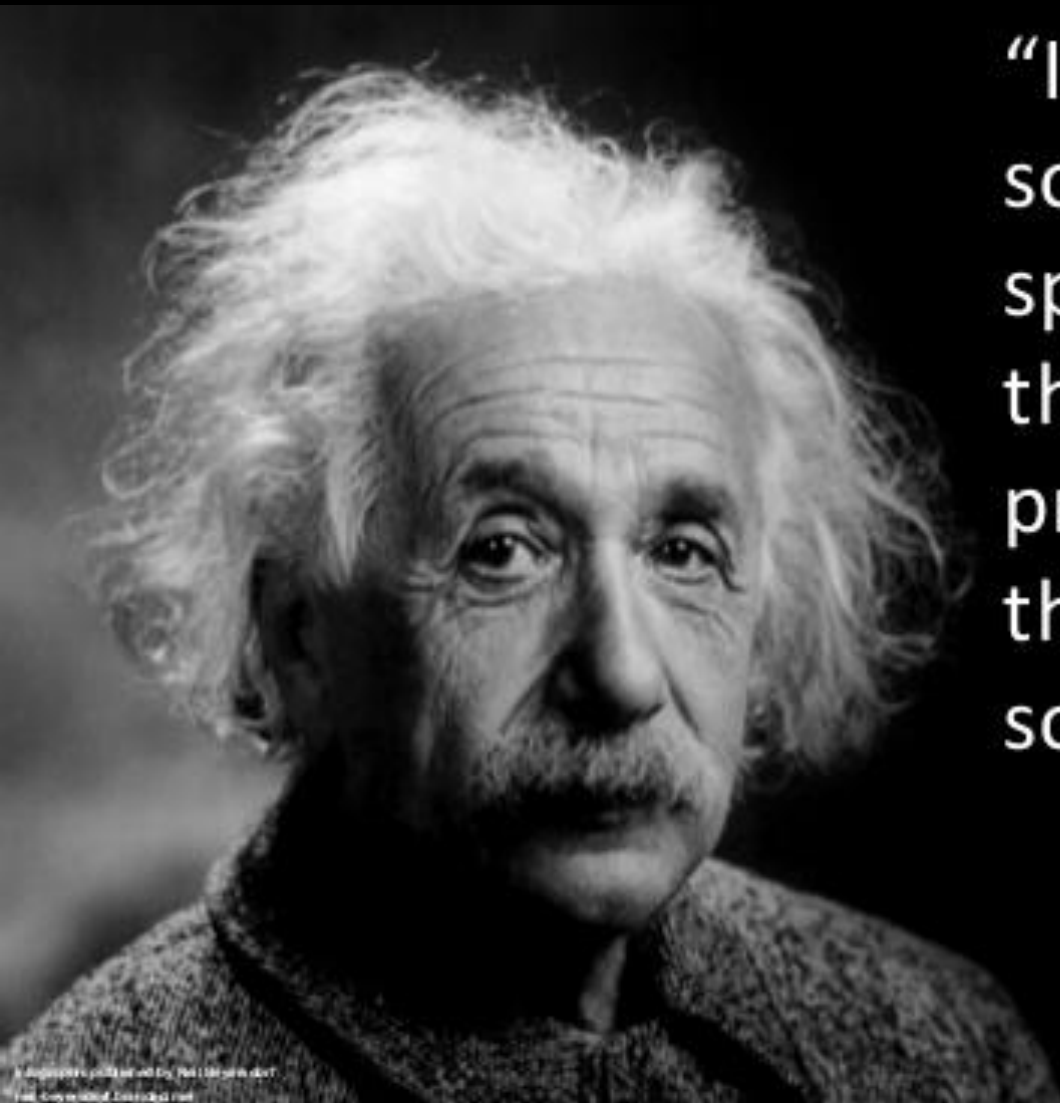
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# Product death cycle





“If I had an hour to  
solve a problem I'd  
spend 55 minutes  
thinking about the  
problem and 5 minutes  
thinking about  
solutions.”

*Albert Einstein*

**What** features  
will it have?

**How** will they  
use it?

**Why** will they use it?

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# Product discovery

- Finding the problems and pain points of people
- Methods: interviewing, field research, experience sampling, diary study, online research
- It's an ongoing thing. Every 3-4 months at least.








# Campanda®





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# Interviewing

- Focus on problem, not features
- What are the challenges they face? What cause them the biggest headache?
- How do they solve them now? Investigate a specific case
- Forbidden questions: Do you like it? Would you use it? Etc.

What did you want to  
know recently?

A green decorative triangle is located in the bottom right corner of the slide.

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# Experience sampling

- Interrupt people to uncover unmet needs
- Dedicated app, email or even Messenger
- Ask a question after every 2nd or 3rd time you expect a behavior to occur







user	robin garr
rank	forum janitor
posts	19228
joined	fri feb 17, 2006 2:44 pm
location	louisville, ky



## Two decent everyday Chardonnays

by Robin Garr » Fri Sep 02, 2016 2:39 pm

### Domaine de Mauperthuis 2014 Bourgogne Chardonnay Les Truffières (\$14.99)

Transparent pale gold color. Attractive if a bit simple, typical Chardonnay scent of green apples. Fresh and tart in flavor, green apple and bright, steely acidity. It continues clean, brisk and dry, adding a bit of nuance, subtle notes of "stony" minerality appearing as it crosses the palate. Not a highly complex wine, but it's appealing and a good match with food. U.S. importer: Vintner Select, Mason, Ohio. (Sept. 1, 2016)

**FOOD MATCH:** A fine match with a summer salad of fresh garden tomatoes, iceberg lettuce, scallions and slivers of Parmigiano-Reggiano in a light vinaigrette. Of course it would be fine with Chardonnay's usual companions, poultry or pork, rich shellfish, saltwater fish and aromatic cheeses.

**WHEN TO DRINK:** It's perfectly good now, but in the first-rate 2014 vintage, even a modest generic Bourgogne Chardonnay like this might fare well with another year or two in a good cellar.

#### VALUE:

This food-friendly, balanced Chardonnay is a good value at my \$15 local price.





**sven birkerts** @svenbirkerts · Sep 4

"A German **wine label** is one of the things life's too short for."

Kingsley Amis



2



6



**Joe Fattorini** ✓ @joefattorini · Sep 1

I've no idea what [#Chandon](#) China Rose's **label** says, but it's just won Best Chinese Sparkling **wine** & it's great



**Anna Bewick** @annabewick · Jan 5

Need red **wine** for cooking. Have a bottle of sth that LOOKS like red **wine** but I don't **understand** the **label**. What could POSSIBLY go wrong.



1



↩ In reply to Kathy



**Patti Nolen** @Pattinolen · Aug 28

[@KatblossIndy](#) I need to live in Indy- **hate** paying shipping on my **wine**. I hoard this stuff like mad but tonight seemed like a good night.



2



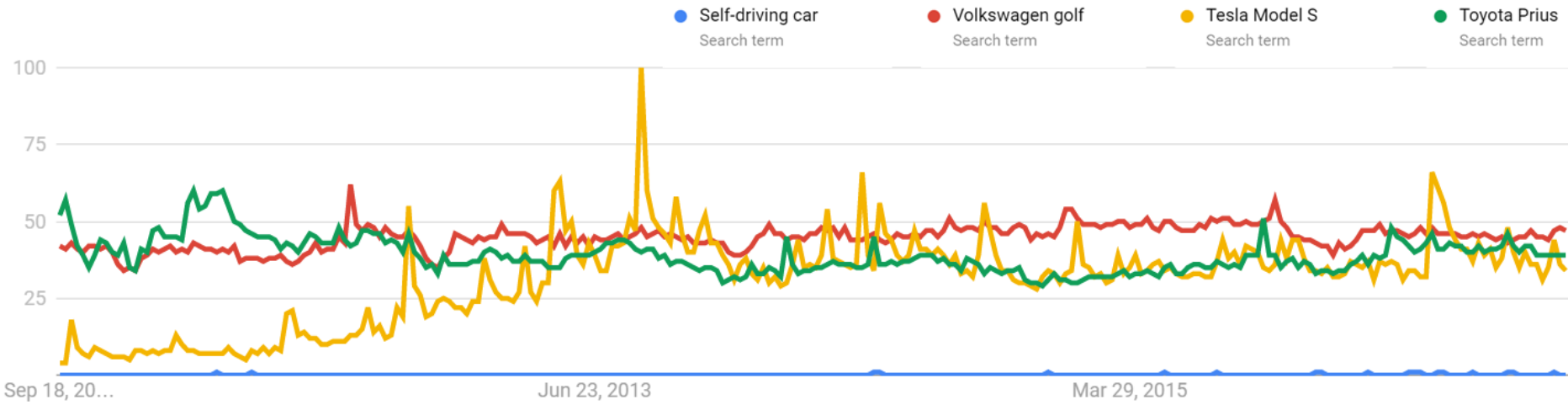
[~Nycki](#) @Purple\_KanD · Aug 28

**Hate Hate Hate** when I forget to stock up on **wine** & want some on a Sunday 🙄  
😭😭



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# Online research

- For insights: Twitter, Tumblr, Reddit, forums, groups and communities
- For numbers: Google Trends, AdWords, App Store statistics



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# UX studio



# Köszí

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