



10411 Motor City Drive, Suite 750
Bethesda, MD 20817
t: 240.244.3311 | f: 866.380.5934
www.agilious.com

Agile Product Discovery

Learn how to apply Lean thinking and discovery to define what value is and how best to deliver that value to customers.

Description

What makes a product valuable? If you are thinking "lack of bugs" or "time to market" then yes, these are important but are not the answer. The most difficult part isn't delivery, but the discovery of products that are truly valuable to the people that use them. This specialized training present how to apply Lean thinking and discovery techniques to identify product value.

During delivery we often fail to answer some critical questions – is this the right product (does the customers value this), is this product right (does in meet the quality wanted by target customers).

Objectives

Learn as much as you can about what represents real value in a product in order to reduce the risk of failure on release. Using a combination of interactive presentations, problem-solving exercises, innovation learning games, and team structured simulations, the experiential workshop enables participants to:

- How to integrate effective discovery throughout the delivery cycle.
- Leverage discovery to iterate as we deliver
- How to visualize both discovery and delivery
- Smoothing the flow of information between discovery and delivery

Topics

- Understand customers and market
- Understand competitors
- Understand users
- Distil business strategy into product strategy
- Ideate product ideas
- Prototype user experience
- Validate prototypes with users
- Create detailed UI design
- Validate working software with users
- Compare expected market results with actual market results after delivery

Who should Attend

Product Managers, Product Owners, Executives, Managers, Project Managers, Team Leads, Business Analysts, developers, testers, or other team members who are part of a product development team.



Course Includes

- Class materials, resources, and references

About the Trainer

Manjit Singh

has taught Scrum, Lean and Agile practices to hundreds of students including ScrumMasters, Product Owners, team members, PMs and executive leaders who support them. He is a Certified Scrum Trainer (CST™)™, ICAgile Certified Expert in Agile Coaching (ICE-AC), and ICAgile Agile Team Facilitator. Manjit holds the Certified Scrum Professional (CSP), Certified Scrum Product Owner (CSPO), and Certified ScrumMaster (CSM) certifications. He brings 17 years experience practicing Lean and Agile as a team member, Product Owner, ScrumMaster, and Coach.



About Agilious: Agilious' mission is to assist organizations in achieving the highest levels of business agility through the pragmatic application of Agile and Lean methods. As passionate practitioners, we bring over 17 years of real-world Agile and Lean experience to serve our clients in enhancing their organization's Agile DNA. We accomplish these results via ground breaking agile transformation practices, coaching, training, and agile product development.