

EXERCISE – MANDATE

Product Discoveries often start with an exciting idea, a painful situation or a strong desire for change. In this exercise, we gather stakeholder's intentions through interviews, in order to understand and frame the **business vision** as our starting point for further Discovery activities.



STAKEHOLDER INTERVIEW

Intent

What does the stakeholder really want? What will be the impact on peoples' lives?

Context

*What is the current situation?
What facts do we know?*

Trigger

*Why now?
What is the trigger?*

Boundaries

*What are constraints?
What will not be done?*

Hypotheses

Which assumptions do we have about people, problems or solutions?

Outcome

What will success look like? What is the prove in numbers that we were successful with our intent?