



# Market-Driven Discovery

## Faster Identification of the Problems That Matter Most

**This workshop empowers learners with the skills necessary** to excel in Market-Driven Discovery, ensuring they effectively engage with and understand market dynamics that drive product and business success.

The workshop equips attendees with the skills to analyze the current market landscape, identifying potentially overlooked areas by pinpointing market coverage blind spots. Participants will learn to create a targeted plan to ensure comprehensive market representation, focusing on relevant market segments and groups.

The workshop also offers practice conducting effective market interviews with a focus on how to transform these interactions and observations into well-articulated market problems. Learn to organize and analyze market problems using the data from interviews and observations to gain insights into the urgency and pervasiveness of each problem. Learn how to scale a Market-Driven Discovery processes to create a culture that consistently aligns with market needs.

### TOTAL HOURS

# 7.5

KNOWLEDGE  
SHARING:  
30%

ACTIVE  
APPLICATION:  
50%

DISCUSSION  
AND REFLECTION:  
20%

WORKSHOP  
PREREQUISITE:  
FOUNDATIONS

## WORKSHOP OBJECTIVES

**MAIN OBJECTIVE:** Implement a Market-Driven Discovery process which shifts you from being reactive to what everyone thinks is needed in your product, to being proactive and identifying the problems that matter to your market.

### Understand the Current State of Discovery

- How to be the messenger of the market
- Who are you listening to today?
- Plan where you want to go

### Prepare to Ace Market-Driven Discovery

- Anatomy of NIHITO interviews, observations
- Create an Interview Plan
- Practice discovery interviews

### Market Problem Analysis

- Write Market Problems that generate empathy
- Determine the criticality of each market problem
- Decide which market problems become opportunities

### Scaling the Discovery Process

- Define Responsibilities and Scale Yourself
- NIHITO Reading Sessions
- Continuous Market-Driven Discovery

## WORKSHOP TOOLS AND TEMPLATES

Continuous Market-Driven Discovery Process with definitions, Market Problem to Opportunity Template, Market Messenger Workbook (XLS), Anatomy of a NIHITO Interview, Anatomy of a NIHITO Observation, Discovery Questions by Buyer and User Personas, NIHITO Planning Template including stakeholder pitch, NIHITO Pipeline, Discovery Sources Decision Tree, Scaling Discovery Responsibility Matrix



## WORKSHOP MODULES

- **Market Messenger** – Understand who you are listening to in the market, who you are missing in your coverage map; your blind spots and define what messenger of the WHOLE market means for your product success.
- **NIHITO Interviews, Observations** – Build your Market-Driven Discovery plan including which market segments and groups to spend time learning about and why. Define and set success metrics to ensure total market coverage. Learn to ace Market-Driven Discovery so you confidently engage, learn and make sure every minute in the market counts!
- **Discover Market Problems** – Capture and synthesize market interviews, observation and evidence details as clear, sharable Market Problems. Build the foundation of a common understanding of your market's problems.
- **Market Problem Analysis** – Organize and analyze your list of market problems and evidence so you always understand your markets next requests. From the specific market problem details, impact and sentiment to the nature of their urgency around solving the problem.
- **Identify Opportunities** – Be proactive! Identify the market problems that matter MOST to your market. Apply the mandatory filters of urgency, pervasiveness and willingness to pay to determine if a problem has become a pattern, you could develop a solution for.
- **Scale** – create a Market-Driven culture by scaling your Market-Discovery process so you are consistently engaged with the market! Involve teams across your company in understanding your market's problems and build a confident, proactive product function.

## WORKSHOP REQUIREMENTS/EVALUATION



Upon successful completion of this workshop, students will have moved from the knowledge of workshop materials to directly tailoring a Market-Driven Discovery process for themselves. Learners are required to participate in active application exercises and group discussions.

Students will practice planning and delivering a NIHITO interview and synthesizing the details to document market problems. A badge is provided for successfully completing this workshop.