

[w]orkshop

Product Discovery

How to discover user needs and product opportunities?

In this training, you will learn how to reach different levels of knowledge about the users' needs to discover opportunities for your product. You will learn research methods that reveal the true motivations and needs of users. Using real examples and practical exercises, you will practice planning research: from choosing the right research questions, through selecting methods and sampling, to formulating a research script. You will learn how to conduct research reliably and efficiently, and how to accurately address the needs of end users. All this in an intensive, engaging, and practical live training session.

After the workshop, the participants will:

- learn about several research methods and understand their applications
- practice formulating research questions for any given project
- know what to do when there are too many research questions
- understand the factors to consider when selecting research methods
- practice defining the target group that should participate in the study
- learn how to recruit people to increase the chances that they will show up for the study
- learn about the basic mistakes that can be made when creating a research scenario
- practice asking respondents questions in a way that does not suggest answers
- discover how to reach the unconscious needs and motivations of their users
- learn how to build a relationship with the study participant and why it is so important
- learn how to engage respondents in conversation to make more meaningful conclusions
- learn about best practices in research logistics through templates and best practices

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Iga Mościchowska

For over a dozen years, she has promoted the idea of user-centered design. She is a designer, researcher, and facilitator, as well as the founder of the postgraduate studies in UX & Product Design at AGH, and the co-author of the bestselling textbook "Research as the Basis of User Experience Design." Over the years, she has run a design and research studio working for clients such as eBay, Canal+, and KGHM. Her experience was recognized by Google, which invited her to be a mentor in the Google for Startup Accelerator program.

[PDR] Product Discovery

Training program

Duration: 2 days (on-site training)

Day 1 – Planning research

- The role of research in the product creation process
- Classification of research methods and the principle of triangulation
- Three levels of knowledge: declarative, behavioral, and generative research
- Overview of several research methods in Product Discovery
- Selecting research methods according to questions and project constraints
- Formulating research questions and hypotheses
- Sample selection - defining parameters and size of the research sample
- Screening and recruiting research participants

Day 2 – Conducting research

- Case studies of research in the product and service development process
- Framework for research planning - practical training
- Creating a research scenario - best practices
- Writing the script: the structure of an in-depth interview
- Projection techniques in qualitative research
- Moderation in qualitative research - practical training
- Fundamentals of ResOps - organizing the research process in a company
- Tools supporting the research process
- Continuous discovery - research as a daily practice

Who is it for?

- UX Designers - will learn what mistakes to avoid in research.
- Product Managers - will learn to plan research that discovers opportunities.
- UX Researchers (beginner and intermediate) - will learn when to use less known research methods and how to streamline their work.
- Marketing Researchers - will discover the application of research in digital products.

Contact us!



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