Professional Product Discovery and Validation Eğitimi

Süre: **1 Gün**

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Overview

This one-day training course offers a hands-on learning experience to participants, enabling them to enhance value creation by applying discovery and validation skills in product development. What is learned throughout the course is essential for developing new products and enhancing existing ones.

Experimenting with new ideas and collecting evidence on those experiments is more important than ever in today's ever-changing business environments. Learning from potential or current users is essential to delivering the right product capabilities to market which is why this course teaches the essential techniques needed to drive targeted learning while collecting evidence to validate or invalidate potential capabilities.

Throughout the class, students learn several discovery and validation practices that can be used immediately in their jobs

Prerequisites

No formal prerequisites are required for this course.

Target audience

This course is appropriate for students who are currently working as a Product Owner, product manager, product leaders, business analysts and others on the product team who are looking for practical ways to increase user value created, make data-informed decisions, and better investments. This course is also suitable for members of product teams.

What You Will Learn

- Increase user value created by deliberately designing experiments to validate assumptions about user's needs and wants
- Reduce waste and improve ROI by consciously only investing based on evidence gathered from validation
- Improve organizational collaboration and alignment by engaging with key stakeholders using data instead of opinions
- Unlock creativity by reframing work as problems to solve rather than tasks to execute