



Step 2 Discover



Introduction

Tarigo's 5D process is a comprehensive framework that encapsulates all of the tasks, tools, skills and topics covered when working as a product manager. We have divided the workload up in to 5 sections, in order to represent product lifecycle and make it easier to understand and implement.

In order to understand the 5D process as best as possible we are going to break down a section at a time in these deep dive white papers.

But first, why is the 5D process beneficial?
Or any process framework for that matter...

Product Management is a broad reaching discipline and no matter of the sector of the business, there is a lot to manage and understand. We therefore believe that a process framework, and specifically our 5D process, allows for an individual to properly manage their workflow and leave no stone unturned. Completing high quality work as a product manager is going to result in better product decision being made. The knock-on effect is a more profitable product and therefore increased revenue for the company.

The implementation of a proven product management process framework is intended to maximise your chances of product success, in turn increasing the value of the company.

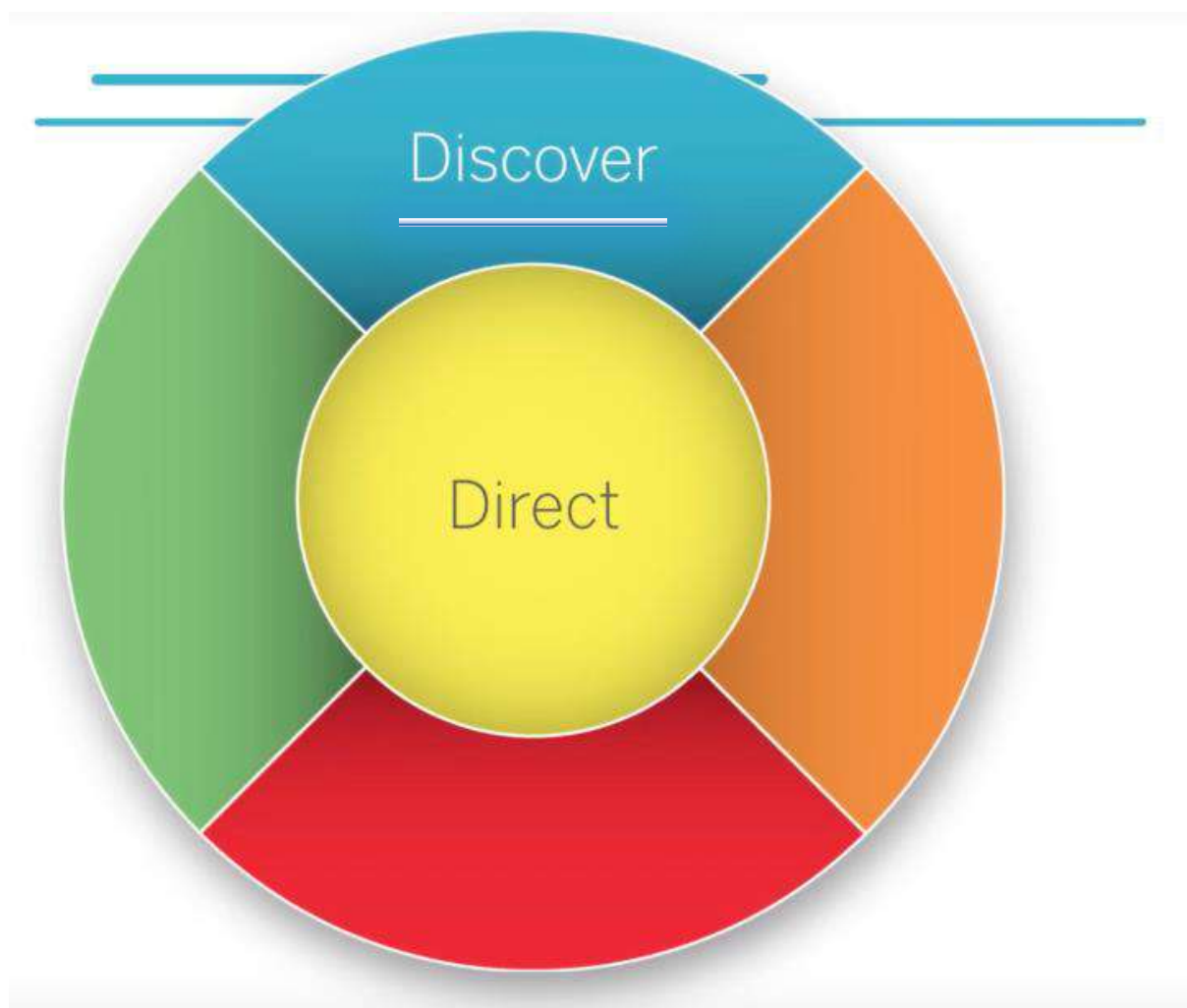


Discover - The overview

The Discover phase is the second phase of the Tarigo framework. This is the point at which we manage and assess new ideas in order to determine whether we should build them out into fully-fledged business cases or not. We continuously assess the market, enabling us to quickly find and appraise new opportunities; be that a new feature, product or service.

This phase acts as a filter, the PM filter, to remove the noise and organise the good ideas from the bad, in a measured and qualified way. Assess concepts quickly and efficiently and refine core skills during conception.

Make sure you start your product journey on the right foot with the right skills.



Manage and understand your new ideas

Discover - Task involved

During the Discover phase we are looking at long term strategic solutions to help achieve business goals as well as tactical decisions that will bolster and maintain current product portfolios.

There are also some core skills that begin to come into the frame at this point that we like to address early in order to work efficiently and start on any new idea in the right way. This includes thinking about presentation skills and assessing product and market lifecycles.

A List of the main topics covered include:

- **Concept Assessment**
- **Ideation Management**
- **Influencing Skills**
- **Communication**
- **Decision Making/Recommendations**
- **Road-mapping**



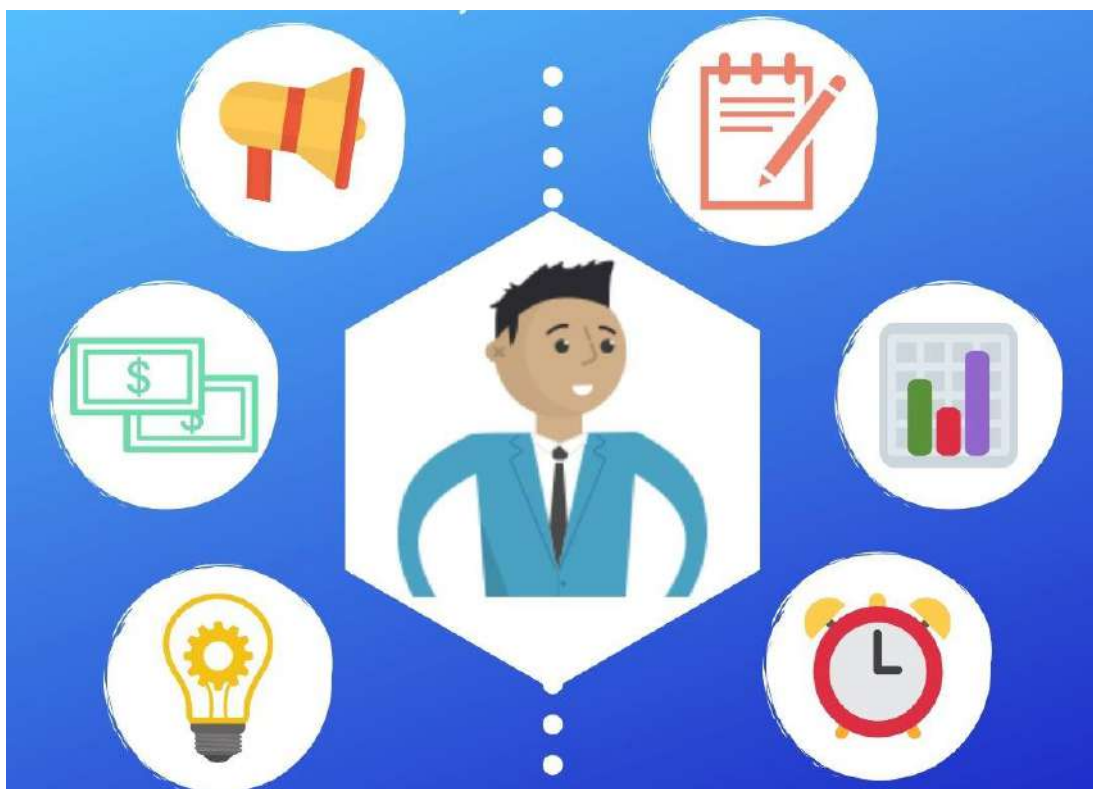
Discover - Related tools

In order to manage the constant flow of ideas that often end up on the PM's desk, we have defined a consistent and effective way of filtering through the noise quickly. Here we use the **Innovation canvas**, a ten question one-pager that, once filled out, gives a high-level view of the; idea, potential opportunity and best recommendation for that idea.

But the Discover phase isn't just about identifying new products and opportunities, we also look at what it takes to communicate and share these ideas in order for them to gain momentum and potentially become a reality if they are deemed to be worth the investment of time, money and resources.

This Includes:

- **Negotiating Internally**
- **Influencing skills**
- **Presenting**



Discover - Key skills

The Tarigo 5D framework outlines a number of skill-based activities that should be focused on during each phase of the Product Management process, and these phases link directly to the lifecycle model of a product.

For the Discover phase the main objective is to look at how we assess and deal with ideas and opportunities. Some questions that we need to answer include:

- Do we spend enough time looking for new opportunities?
- Are we dealing with new ideas efficiently?
- How can we improve our ideation management?
- Are we able to communicate these ideas transparently?
- Are we able to present these new ideas in an effective way, especially the ideas that we would recommend moving forward with?

The key skills within this phase focus on:

Ideation management

Your ability to review, assess and deal with a high volume of ideas and remove as much noise as quickly as possible. Don't keep people waiting for answers on suggested ideas and don't move forward with ideas and products that will not fit or work as well as needed.

Communication

Communicate new ideas and opportunities and make sure you are heard. Use your communication to influence stakeholders in making decision that make the most sense and be able to work cross-team as effectively as possible, so everyone understand what is expected.

Presentation

Present new and recommended ideas in an effective way, present to your audience. Understanding the needs and interests of your audience is key to getting your message across. Don't waste time explaining financial forecast and expectations to developers and engineers, save that for the stakeholders. The ability to remain in control of your presentation is also important, make sure you follow a robust method for presenting in order to get all of the necessary information across.

Conclusion

In order to Discover effectively we need to be able to manage a high volume of ideas flowing across our desk. Remove the noise and move forward with those that pass the initial stage of scrutiny. With this work flowing, we need to be able to communicate what is happening across the whole company as well as present these ideas in order to spread understanding, gain momentum and attempt to get the good ideas approved!

Don't forget:

- The innovation canvas can help you sift through the noise quickly and remove ideas that don't fit.
- Being able to present these ideas to all of your audience is critical and working fast helps build momentum and reduce disappointment/expectation.
- Communicating these ideas and recommendation is vital in moving forward and getting to the next step - building out a business case for the new ideas.



Get involved

We appreciate your feedback and thoughts. Join or start a discussion on market mapping. Share your examples, ask for feedback, let us know how it made a difference to your business.

More support

Want some more advice? Contact us on Expert@tarigo.co.uk and we'll be happy to help.