What Is a Product Discovery Workshop?

A **Product Discovery Workshop** is an essential first step in ensuring your project is on the right track. It's designed to help you shape your idea into a clear, actionable plan that includes project scope, budget, and timelines. Whether you're working on a large-scale software solution, stuck with too many ideas, or uncertain about what your users need, this workshop helps you prioritize and define the project's core features, bringing focus and clarity to the process.

At Moye, our Product Discovery Workshops are tailored to your specific project needs. We bring together your team and our experts to create a shared understanding of the project goals and expectations. From scoping out custom software for internal use to developing MVPs for startups, this process ensures we capture every detail required to deliver your product successfully.

Why you need a product discovery workshop

When embarking on a new project, it's tempting to jump straight into development. However, without a clear roadmap, you risk running into budget overruns, scope creep, and missed deadlines. A Product Discovery Workshop sets the foundation for success by thoroughly assessing every aspect of your project before production begins.

Here's how a discovery workshop benefits you:

- **Defining the core features**: We work with you to prioritize the key features that will have the most impact, ensuring that unnecessary or low-priority elements are removed.
- **Estimating budget and timelines**: The workshop provides a precise estimate of your project's cost and duration, eliminating surprises later in the process.
- **Aligning stakeholders**: It brings all project stakeholders together, ensuring that everyone is on the same page before development starts.
- **Identifying risks**: By discussing potential obstacles upfront, we can address them before they become bigger issues down the road.

What happens during a product discovery workshop?

A Product Discovery Workshop is a collaborative session designed to bring clarity to your project. Whether we meet online or on-site, we work through a structured agenda that typically includes:

1. Understanding user goals

The first step is understanding what your users want to accomplish and how your product will serve them. We'll identify different user types and their goals, which helps us prioritize features that matter most.

2. Defining features

Once we know what the users need, we define the features that will fulfill those needs. This phase ensures that your product's functionality is clear, actionable, and ready for development.

3. Prioritization

Not all features are created equal. Some will have a bigger impact on your project than others. Using methods like MSCW (Must-have, Should-have, Could-have, Won't-have) and Risk/Value analysis, we help you prioritize the features that will deliver the most value within the shortest timeframe.

4. Crafting the project roadmap

By the end of the workshop, we create a detailed roadmap for your project, outlining everything from timelines and budgets to production milestones. This document serves as a blueprint to guide your team throughout the development process.

What you get after the workshop

The outcome of a Product Discovery Workshop is more than just a plan—it's a complete roadmap that prepares you to move forward with confidence. Here's what you can expect:

- **Project roadmap**: A detailed document outlining features, priorities, timelines, and budget, giving you a clear path forward.
- **Streamlined production plan**: By identifying and prioritizing key features, we ensure a faster, smoother development process.
- **Aligned teams**: Both your team and ours will have a deep understanding of the project goals, ensuring seamless collaboration as the project moves forward.

Tailored to your needs

At Moye, no two workshops are the same. We tailor each session to meet the specific needs of your project, whether you're working on a complex enterprise system or building a simple

MVP. Our collaborative approach ensures that your ideas are not just heard, but refined into a practical, actionable plan.

Logistics

Workshops can be conducted online via Zoom, Skype, or your preferred platform. We bring together your core team members with our specialists, creating an environment where ideas are shared, challenged, and transformed into a clear strategy. In one or more 4-hour sessions, we'll cover everything from user goals to production planning.

Why choose Moye for your product discovery workshop?

We've refined our Product Discovery Workshops through years of experience working with clients on projects ranging from MVPs to large-scale enterprise systems. Our process helps clients move from concept to execution with a roadmap that minimizes risk, reduces costs, and accelerates production timelines.

By the end of our session, you'll have a detailed production plan and a team that's fully aligned with your vision. It's not just about creating a product—it's about creating the right product that delivers value to your users and your business.

Ready to take the next step? Contact us to schedule your Product Discovery Workshop and start building the future of your project.