

TEMPLATE

The Product Discovery Question Set

Twenty-one prompts for clarifying the problem, value and smallest credible next move.

FORMAT

13 prompts

TIME

30-45 min

WHO IT'S FOR

Product managers, founders and teams starting discovery on a new idea

USE IT WHEN

Use before a discovery interview or early product working session.

01 Problem

- What is happening today?
 - Who feels the problem most sharply?
 - What evidence tells us it is worth solving?
 - What happens if nothing changes?
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02 Evidence

- What have we observed directly, versus assumed?
 - Who have we actually talked to about this?
 - What would change our mind?
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03 Value

- What should become easier or possible?
 - What behaviour would show that the product is useful?
 - Why would someone choose this approach over what they do today?
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04 First move

- Which assumption could invalidate the idea?
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- What is the smallest credible way to learn?
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- What must be true before delivery expands?
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This resource is deliberately lightweight. Adapt the language to your context and capture the decisions that follow.