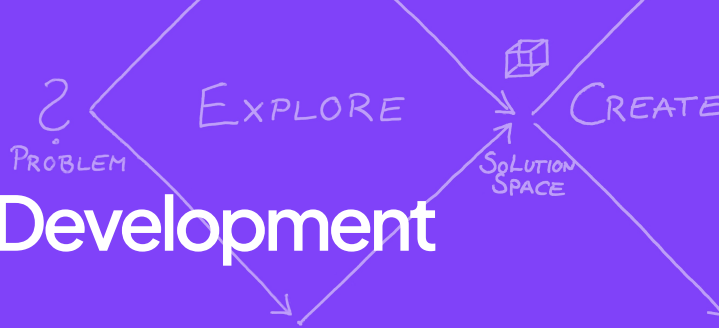


In-house enablement

Product Discovery & User-centered Product Development



Stop guessing. Start building what matters.

Modern product development demands more than just efficient delivery. It requires teams that understand their users, test assumptions early, and make smart decisions before writing a single line of code.

While most organizations excel at the delivery part of the cycle, they often struggle with discovery. We help your teams develop a clear, predictable, and user-centric approach to finding the right solution faster – reducing the risk of wasted investment and ensuring customer success.

Is your organization facing these challenges? We can help!

Our training is designed for teams where:

- The path from problem to solution is unclear or inefficient.
- Opinions dominate decisions rather than insights, data, and user testing.
- New features and initiatives fail to "move the needle" despite successful delivery.
- Engineering-led roadmaps prioritize technical feasibility over actual user needs.
- Silos are creating friction: Business, Product, Design, and Engineering work against each other rather than as a unified force.
- Your product organization is growing, leading to scaling pains like inconsistent maturity levels across teams.

What your team(s) will learn:

- **De-risk Digital Development:** Identify and test the riskiest assumptions in days, not months.
- **Cross-Functional Alignment:** Get Product, Design, and Engineering on the same page, creating shared ownership of the "Why."
- **Proven Methods:** Master actionable techniques including Auftragsklärung (Mission Alignment), Customer Journey Mapping, Design Studio, Low-Fidelity Prototyping, and Guerrilla Testing.
- **AI-Enhanced Workflow:** Learn how to leverage AI to support and accelerate discovery work.
- **Balanced Product Development:** Understand how to integrate discovery into your existing delivery rhythms without causing delays.
- **Cultural Impact:** Foster a "Discovery Mindset" that makes product development flexible, energizing and collaborative rather than exhausting and siloed.

Training Overview:

- **Duration:** On-Premise: 2 days (8 hours/day), recommended for maximum impact. Remote: 2 days (6 hours/day).
- **Participants:** Optimized for 14–18 participants (maximum 24). Relevant for all product and business roles.
- **Proven format:** A high-energy mix of theory and practice. Teams work through a complete discovery cycle using a realistic use case. Based on 10 years of experience with the internal Discovery School of German e-commerce giant OTTO.
- **Languages:** The training is available in English or German. Support in Spanish or Polish is possible if needed.
- **Tailored to your needs:** While our standard format is highly effective, we can customize the training to your specific organizational challenges. Ongoing coaching is also available to help you integrate the training into your day-to-day business.

Let's discuss your organization's potential. Let us be your Ally!

Every organization is at a different level of maturity. Let's talk about your specific situation and determine if this training is the right fit to help your teams build better products.

Contact discovery@myally.work to schedule a call.

