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COURSE BROCHURE

Digital Product Discovery and Roadmapping Training Course

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Digital Product Discovery and Roadmapping Training Course

Ref: 1161_43710 **Date:** 29 March – 9 April 2027 **Location:** Amsterdam **Fees:** 9500 GBP

Digital Product Discovery and Roadmapping is a 2-week training course for product managers and product owners who shape what digital teams build next, and who each produce a Product Strategy and Outcome Roadmap. Organisations now compete on how quickly they learn what customers value and stop funding features nobody uses. The course is delivered by Jupiter Prime Training for product leaders moving from feature delivery to evidence-led direction.

Why Digital Product Discovery and Roadmapping Matters Now

Three forces shape digital product work today: customers who switch apps after one poor experience, finance leaders who ask for proof that each release moves a measurable outcome, and engineering capacity that is expensive and scarce. Teams that run continuous discovery and publish outcome-based roadmaps waste fewer sprints and keep stakeholders aligned. Teams that run on feature requests ship late, accumulate unused functionality and lose credibility with executives. The course draws on Jobs to Be Done JTBD, the Opportunity Solution Tree, Objectives and Key Results OKRs, the RICE scoring model and the Double Diamond design process.

Who Gains Most from Digital Product Discovery and Roadmapping

- Product managers accountable for outcomes of a mobile app, platform or digital service
- Product owners who refine backlogs and set sprint goals with engineering squads
- Product leads who negotiate scope and sequencing with commercial and operations directors
- Specialists moving from business analysis or user experience into a product role
- Owners of internal digital tools who must prove adoption and value to sponsors

Digital units in banking, retail e-commerce and public service portals gain most when product managers and their engineering and design counterparts attend together and leave with one shared discovery cadence.

Digital Product Discovery and Roadmapping Capabilities

Participants replace opinion-led backlogs with evidence from customers, metrics and experiments, then turn that evidence into a roadmap executives can fund.

- Design continuous discovery interviews and assumption tests — which opportunities earn engineering time
- Build an Opportunity Solution Tree linked to a measurable outcome — focus for squad planning
- Calculate RICE scores and weigh them against strategic bets — quarterly prioritisation decisions
- Specify a North Star metric and input metrics with OKRs — executive reporting and funding

- Communicate a now-next-later outcome roadmap — commercial, operations and technology stakeholders
- Align product trios of product, design and engineering — faster, shared decisions

Key Digital Product Discovery and Roadmapping Terms

- Product discovery — the work of testing which problems are worth solving and which solutions customers will use before building them.
- Jobs to Be Done — a lens describing the progress a customer seeks in a situation, rather than their demographic profile.
- Opportunity Solution Tree — a visual map linking a desired outcome to customer opportunities, candidate solutions and experiments.
- North Star metric — the single measure that best captures the value customers receive and predicts long-term product success.
- Outcome roadmap — a plan organised by problems and measurable results over time horizons rather than by dated feature lists.
- Product trio — the product manager, designer and lead engineer who make discovery decisions jointly.

Digital Product Discovery and Roadmapping Day by Day

Day 1: The Product Operating Model

- Feature Factory Versus Empowered Product Teams — Where Decisions Sit
- Product Manager and Product Owner Accountabilities — Clear Role Boundaries
- Product Lifecycle Stages — Strategy Choices from Launch to Sunset
- Stakeholder Map for Digital Products — Sponsors, Users and Gatekeepers
- Product Maturity Self-Assessment — Gaps to Close Through the Course

Day 2: Product Vision and Strategy

- Product Vision Statement — Direction That Survives Changing Features
- Market and Competitor Mapping — Where the Product Can Win
- Value Proposition Canvas — Fit Between Customer Gains and Offer
- Strategic Bets and Guardrails — What the Team Will Not Do
- Business Model Links — Revenue, Cost and Retention Drivers

Day 3: Understanding Customers and Jobs

- Jobs to Be Done Interviews — Uncovering Real Customer Progress
- Continuous Interviewing Cadence — Weekly Contact with Users
- Customer Journey Mapping — Pain Points Across Digital Touchpoints
- Persona and Segment Validation — Avoiding Assumed Customer Profiles
- Behavioural Analytics Review — Funnels, Cohorts and Drop-Off Points

Day 4: Opportunity Mapping and Discovery Methods

- Opportunity Solution Tree — Linking Outcomes to Customer Problems
- Double Diamond Process — Diverging and Converging on Problems and Solutions
- Assumption Mapping — Desirability, Viability, Feasibility and Usability Risks
- Design Sprint Format — Prototype and Test Within One Week
- Product Trio Working Agreements — Shared Ownership of Discovery

Day 5: Experiments and Evidence

- Hypothesis Statements — Making Assumptions Testable and Falsifiable
- Prototype Fidelity Choices — Paper, Clickable and Wizard-of-Oz Tests
- A/B and Multivariate Testing — Reading Results Without Bias
- Fake Door and Concierge Tests — Measuring Demand Before Building
- Evidence Thresholds — When to Persevere, Pivot or Stop

Day 6: Prioritisation Frameworks

- RICE Scoring Model — Reach, Impact, Confidence and Effort
- Kano Model — Basic, Performance and Delight Features
- Cost of Delay and WSJF — Sequencing by Economic Urgency
- Opportunity Scoring — Importance Versus Satisfaction Gaps
- Saying No to Stakeholders — Transparent Trade-Off Conversations

Day 7: Product Metrics and OKRs

- North Star Metric and Input Metrics — Connecting Daily Work to Value
- AARRR Funnel of Acquisition to Referral — Diagnosing Growth Bottlenecks
- Objectives and Key Results — Quarterly Outcome Commitments
- Retention and Cohort Curves — Signs of Product-Market Fit
- Product Analytics Dashboards — What Executives and Squads Each Need

Day 8: Outcome-Based Roadmapping

- Now-Next-Later Roadmap Format — Horizons Instead of Fixed Dates
- Theme and Outcome Swimlanes — Grouping Work by Customer Problem
- Roadmap Confidence Levels — Signalling Certainty Honestly
- Dependencies and Release Planning — Coordinating Across Squads
- Roadmap Review Rituals — Updating Direction as Evidence Arrives

Day 9: Leading Cross-Functional Product Teams

- Influence Without Authority — Aligning Engineering, Design and Commercial Leads
- Backlog Refinement and Sprint Goals — Turning Strategy into Increments
- Product Reviews with Executives — Securing Funding and Air Cover
- Go-to-Market Coordination — Launch Readiness with Marketing and Operations
- Technical Debt Conversations — Balancing New Features and Platform Health

Day 10: Practising the Product Strategy and Outcome Roadmap

- Opportunity Solution Tree for a Live Product — Applying Discovery Methods from Day 4
- Experiment Backlog Design — Applying Evidence Thresholds from Day 5
- Prioritisation Scoring Round — Applying RICE and Kano from Day 6
- Metric Tree and OKR Draft — Applying Measures from Day 7
- Product Strategy and Outcome Roadmap Presentation — Peer and Sponsor Challenge

Applying Digital Product Discovery and Roadmapping After the Course

- Set up a weekly customer interview cadence for the product trio and grow an Opportunity Solution Tree from the first four conversations.
- Convert the current feature roadmap into a now-next-later outcome roadmap and review it with sponsors against one North Star metric.

Digital Product Discovery and Roadmapping Questions FAQ

What is digital product discovery and roadmapping, and why does it matter now?

It is the practice of testing customer problems and solutions before building, then planning work around measurable outcomes. It matters now because engineering capacity is costly and customers abandon digital products quickly when they fail to deliver value.

Which roles gain most from digital product discovery and roadmapping training?

Product managers and product owners gain most, along with analysts and designers moving into product roles. Teams running banking apps, e-commerce platforms or public service portals apply the methods in their next planning cycle.

How does digital product discovery and roadmapping differ from an agile delivery course?

It decides what is worth building rather than how to build it efficiently. Agile delivery courses focus on sprints and ceremonies; this one covers customer research, experiments, prioritisation models, product metrics and outcome roadmaps.

What do you bring back from digital product discovery and roadmapping training?

You bring back a strategy and outcome roadmap for a real product, with an opportunity tree, experiment backlog, prioritisation scores and a metric tree. You can present it to sponsors at your next product review.

Digital Product Discovery and Roadmapping: The Way Forward

The Product Strategy and Outcome Roadmap first informs which customer opportunity the squad tackles next quarter and which features are paused. Product managers use it with sponsors, design leads and engineering managers in planning reviews. After its first use, the perspective worth revisiting is whether experiment evidence, rather than stakeholder pressure, actually drove the sequencing decisions.