How good are you at running experiments?

PRODUCT DISCOVERY MATURITY ASSESSMENT

We Do This….

	Never	Some times	Most of the time	All the time
1. Objectives				
We run product discovery (experiments) to test our riskiest assumptions / solution critical user journeys only		X (sample)		
We run discovery to validate the right solution, technical feasibility, and business viability				
2. Approach				
We have a well defined discovery process, framework, and artifacts				
We build products only after discovery is completed				
3. Velocity				
Our teams can run 10 -15 iterations within a span of a few weeks, discovery is high velocity				
We use agile best practices to run discovery				
4. Structure				
The core team (product, UX, engineering manager) runs and actively participates in discovery				
Our teams have autonomy on how they choose to experiment				

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5. Skills				
Our teams know and have the skills to run a well designed experiment				
Our teams have have access to discovery training and coaches, to help guide them when they are stuck				
6. Leadership Support				
Leaders allocates time for the team to do discovery				
Leaders are deeply involved, help teams make difficult trade offs and, when to stop running experiments				
7. Governance				
We define measurable success criteria first before we begin to experiment				
Our team provides management with a weekly read out on what they have learnt through discovery				
Total Score (Add the # of check marks; the highest score indicates your current maturity)				

Maturity	Level 1: Basic	Level 2: Medium	Level 3: Good	Level 4: World Class