What is Continuous Discovery?
Continuous Discovery is the act of on-going and collaborative user research throughout the entire product development lifecycle.

Desirability: Do they want it?
Desirability focuses on creating value for the customer.

Feasibility: Can we do it?
Feasibility focuses on tools and technology.

Viability: Should we do it?
Viability focuses on business effectiveness.

Dual Track Agile
Success requires Continuous Discovery paired with Continuous Delivery

Discovery Track

Delivery Track

Accuracy is Critical
Addiction to Speed is Dangerous
User Goals = Stable Design Targets
Research, Create, Validate, Iterate