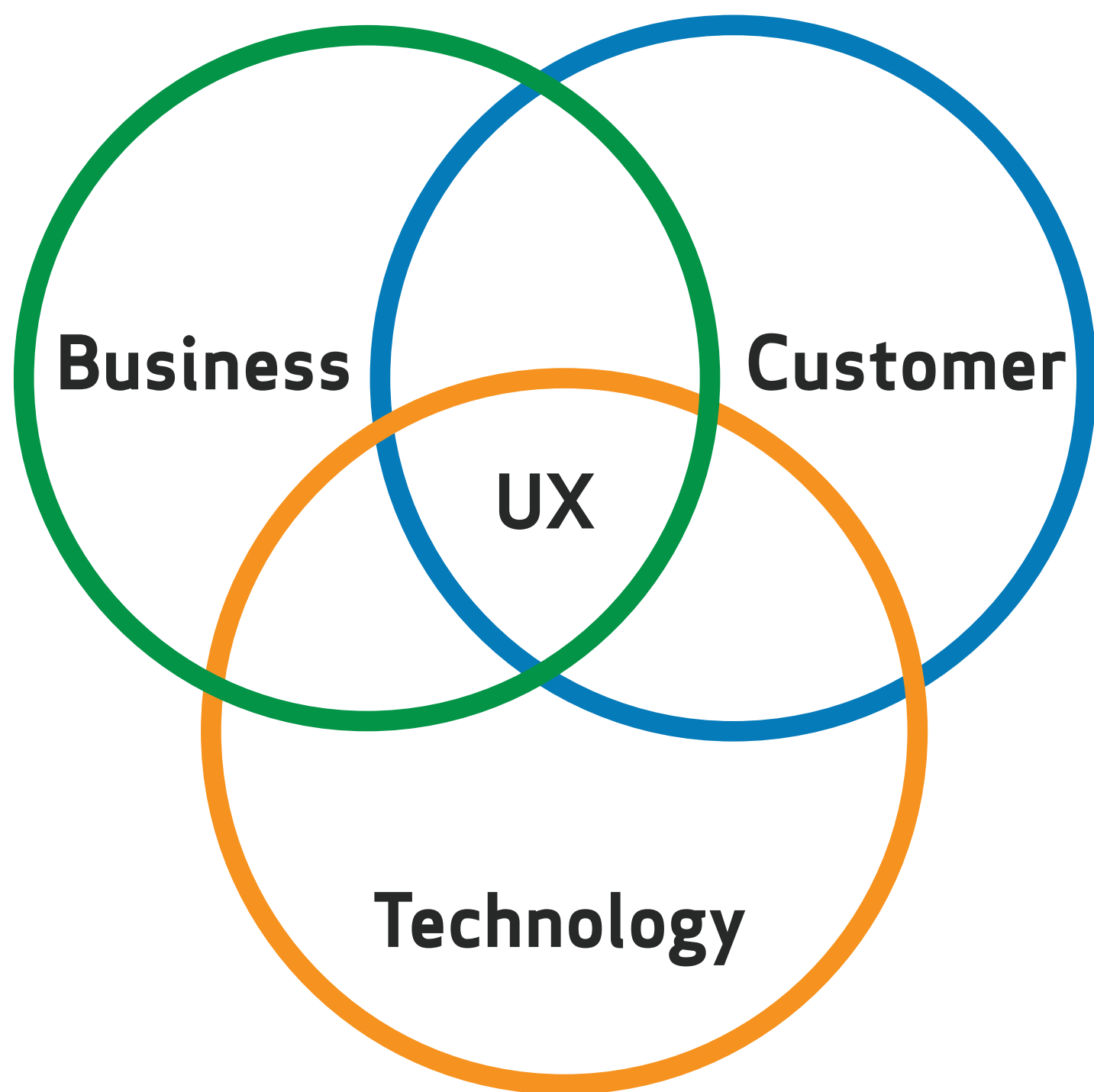


# What is Continuous Discovery?

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.

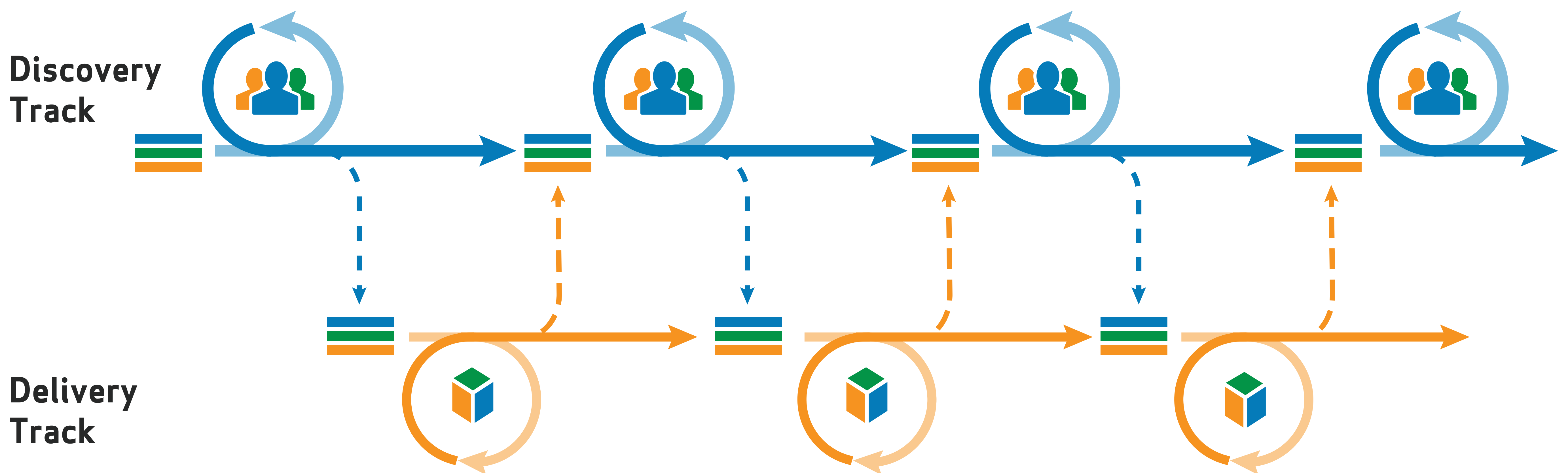


## Viability: Should we do it?

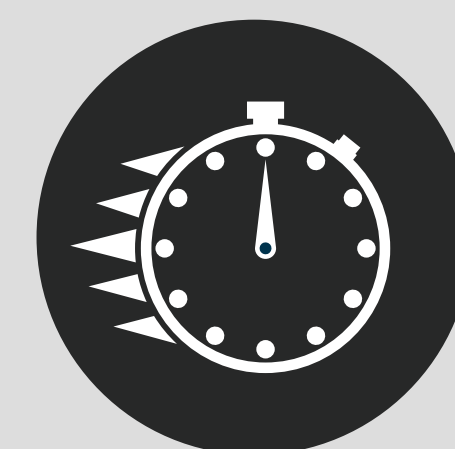
Viability focuses on business effectiveness.

## Dual Track Agile

Success requires Continuous Discovery paired with Continuous Delivery



Accuracy is Critical



Addiction to Speed  
is Dangerous



User Goals = Stable  
Design Targets



Research, Create,  
Validate, Iterate