THE WEEKLY DISCOVERY CADENCE

One tree, one outcome, three actions a week, run by the people who build the product. One page.

OUTCOME AT THE TOP OF THE TREE: _____

WEEK OF: _____

1. ONE CUSTOMER TOUCH

An interview, a prototype test, a short call.

Who from the team was in it: _____

What we heard: _____

2. ONE ASSUMPTION TESTED

The riskiest thing the next release takes for granted.

Assumption: _____

How we checked it: _____

Holds / In trouble: _____

3. TAKE IT TO THE TREE

What this week taught us, added under the outcome. An opportunity only if a customer named one; otherwise a solution or a test.

Added: _____

Rung it changes (year, quarter, release, sprint, day): _____

EVERY 3 TO 4 INTERVIEWS

Revisit the opportunities under the outcome.

Last revisited: _____

DONE WHEN: all three actions have an entry for this week, and the plan on the rung named in step 3 has changed, or you have written down why it hasn't.