Professional Product Discovery and Validation™

A Professional Scrum training course created by Ken Schwaber and Scrum.org

This one-day training course offers a hands-on learning experience to participants, enabling them to enhance value creation by applying discovery and validation skills in product development. What is learned throughout the course are essential for developing new products and enhancing existing ones.

Experimenting with new ideas and collecting evidence on those experiments is more important than ever in today's ever-changing business environments. Learning from potential or current users is essential to delivering the right product capabilities to market which is why this course teaches the essential techniques needed to drive targeted learning while collecting evidence to validate or invalidate potential capabilities.

Throughout the class, students learn a number of discovery and validation practices that can be used immediately in their jobs.

Course Overview

In this one-day course, students work hands-on as they follow a case study as a way of learning to apply techniques throughout the class. This course is designed for Product Owners, product managers, business analysts and product teams to enable them to better incorporate discovery and validation into their product development and delivery processes.

Leveraging product discovery and validation techniques, the course takes a user-centric approach, illustrating how this comes together with development and delivery. Students learn how discovery, delivery, and validation fit together to lead to an end-to-end evidence based approach to product development.

Course Learning Outcomes

- Analyze the problem your stakeholder wants your product to solve
- Examine problems to solve (not solutions to implement)
- Analyze customers' and users' feedback to identify satisfaction gaps
- Order what assumptions to validate first
- Customize a hypothesis to in/validate assumptions
- Use the right data to gather and test the hypothesis
- Analyze the results of your experiments
- Compare/contrast your decisions with those around you
- Demonstrate an evidence-based mindset to teams and stakeholders

Course Learning Objectives

- Increase user value created by deliberately designing experiments to validate assumptions about user's needs and wants
- Reduce waste and improve ROI by consciously only investing based on evidence gathered from validation
- Improve organizational collaboration and alignment by engaging with key stakeholders using data instead of opinions
- Unlock creativity by reframing work as problems to solve rather than tasks to execute

Who Should Attend
- Product Owners
- Product Managers
- Product Leaders
- Product Teams
- Business Analysts

Professional Scrum Certification

All participants completing the Professional Product Discovery and Validation course will receive a password to attempt the Professional Product Discovery and Validation assessment. PPDV class participants who attempt the PPDV assessment within 14 days of the class and do not score at least 85% will be granted a 2nd attempt at no additional cost.

Why Scrum.org

Scrum.org training provides a hands-on, activity-based learning experience using a consistent set of materials around the world no matter which of our Professional Scrum Trainers (PSTs) is teaching the course. Each course explores real-world challenges to help students apply what they learn in their roles once back at work.

On their path to becoming a PST, they must have several years of Scrum experience. Once PST candidates apply, they then go through an extensive process that includes: interviews, validation of knowledge, training, peer reviews and more.

PSTs bring their own style and experiences with a consistent delivery of Scrum.org training around the world, so you know each course we teach is aligned with Professional Scrum, and all of your teammates are learning from the same course materials.

Find out more about what makes Scrum.org different.