

DJF Product Discovery Guide

A structured print companion for applying the Discovery Judgment Framework

Print-ready companion | DJF 1.0 | [Interactive version: unvera.ai](#)

How to use this guide

Use the five stages to organise discovery work, the four gates to decide whether to proceed, and the Judgment Points to make reasoning explicit. Scale evidence to the uncertainty and consequence of the decision.

This PDF is formatted specifically for offline reading, sharing and printing. The website remains the interactive version.

Framework at a glance

Stage	Guiding question	Primary Judgment Points
Stage 0 Initiation	Is this worth exploring?	JP1, JP2
Stage 1 Problem Discovery	What problem are we solving?	JP3, JP4, JP5
Stage 2 Solution Design	What could we build?	JP6, JP7, JP8, JP9, JP10
Stage 3 Validation	Does the evidence support building?	JP11, JP12, JP13, JP14, JP15
Stage 4 Handoff	What exactly should we build and monitor?	JP16, JP17, JP18, JP19

Controlled JTBD artefact chain

Job Statement -> Universal Job Map -> Job Steps Flow Diagram -> Job Step Needs and Desired Outcomes -> Job Stories

Stage 0: Initiation

Guiding question: Is this worth exploring?

Activity	Controlled outputs
0.1 Initial Stakeholder Check-in	Exploration Authorisation
0.2 Signal Validation	Signal Evidence Summary
0.3 Domain Orientation (conditional)	Domain understanding; Exploratory notes
0.4 Draft JTBD Artefacts	Draft Job Statement; Draft Job Steps; Draft Job Steps Flow Diagram
0.5 Research & Technical Planning	Research Plan; Technical Landscape Assessment
0.6 Discovery Charter & Stakeholder Alignment	Approved Discovery Charter

Primary Judgment Points

Judgment Point	Judgment question
JP1 Signal Evaluation	Do we have initial evidence supporting this signal?
JP2 Customer Segment Selection	Are we researching the right people?

Stage 1: Problem Discovery

Guiding question: What problem are we solving?

Activity	Controlled outputs
1.1 Segment Selection	Segment priorities; Recruitment criteria
1.2 Interview Protocol Design	Interview Protocol; Probe Guide
1.3 JTBD Research & Validation	Job Statement; Universal Job Map; Job Steps Flow Diagram; Interview summaries
1.4 Job Step Needs Analysis	Needs list; Contextual Opportunity Scores
1.5 Opportunity Selection	Problem Statement; Scope Definition

Primary Judgment Points

Judgment Point	Judgment question
JP3 Problem Framing	Have we correctly identified the job and breakdown?
JP4 Opportunity Prioritisation	Which opportunities deserve focus?
JP5 Scope Definition	Which job steps are in/out?

Stage 2: Solution Design

Guiding question: What could we build?

Activity	Controlled outputs
2.1 Solution Ideation (OST)	Opportunity Solution Tree with distinct options
2.2 Solution Evaluation	Evaluation Grid; Selected concepts
2.3 Assumption-Risk Mapping	Assumption Map; Critical Assumptions List
2.4 Job Stories with Acceptance Criteria	Job Stories; Acceptance criteria; Solution Experience Map; Coverage assessment
2.5 Prototype Creation	Fit-for-purpose prototype; Technical spike results when needed

