

DJF Quick Reference

A compact, printable reference to the Discovery Judgment Framework

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

Use this resource

Keep the framework’s decision points, stage structure, gates and controlled artefact chain close at hand. Use the handbook or interactive resource for full guidance and examples.

Five stages

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

Four quality dimensions

Evidence Rigor How good is the evidence underlying the decision?	Reasoning Transparency Can the team explain how it moved from evidence to conclusion?
Bias Awareness Is the team recognising and compensating for cognitive bias?	Learning Depth Does learning change beliefs, practice, ownership or future action?

Controlled JTBD artefact chain

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

The 19 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?
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?
JP6 Solution Generation	Are we generating good solution options?
JP7 Solution Selection	Are we selecting the right approach?
JP8 Critical Assumption Identification	Which assumptions could make the solution fail?
JP9 Risk Prioritisation	Which assumptions should we test first?
JP10 Prototype Scope & Quality	What scope and quality does the prototype need to validly test our assumptions and deliver representative experience quality?
JP11 Test Design	How will we test our assumptions?
JP12 Evidence Interpretation	What does this evidence mean?
JP13 Signal vs. Noise	Is this finding meaningful or noise?
JP14 Confidence Assessment	How confident are we in our conclusions?
JP15 Proceed/Iterate/Pivot/Stop	Do we proceed, iterate, pivot, or stop?
JP16 Success Metrics Definition	What outcomes will indicate success, for whom, over what horizon and against which baseline?
JP17 Monitoring Signal Selection	Which leading, lagging, risk and harm signals will show whether the outcome is emerging or the decision needs review?
JP18 Outcome Interpretation	Did we achieve intended outcomes?
JP19 Learning Extraction	What did this discovery effort teach us about our reasoning and practice, and what will we change?

Stages and controlled outputs

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

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

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

Stages and decision gates

Stage 3: Validation

Guiding question: Does the evidence support building?

Activity	Controlled outputs
3.1 Experiment Design	Test Plans; Success/failure criteria
3.2 D/U/F/V Testing	Test Results by relevant dimension
3.3 Evidence Synthesis	Evidence Map; Synthesis Summary
3.4 Confidence Assessment	Confidence Profile; Risk Summary

Stage 4: Handoff

Guiding question: What exactly should we build and monitor?

Activity	Controlled outputs
4.1 Handoff Package Assembly	Nine-component Handoff Package
4.2 Success Metrics & Monitoring	Measurement Plan; Monitoring signals
4.3 Risk Documentation	Risk Register; Mitigations; Monitoring assignments
4.4 Discovery Retrospective	Retrospective Summary; Practice changes; Knowledge artefacts

Decision gates

Gate	Decision	Criteria
G1 After Stage 0	Worth Exploring? Proceed Iterate Pivot Stop	- Credible signal and strategic relevance - Known constraints and initial assumptions - Agreed Discovery Charter - Evidence proportionate to the risk of proceeding
G2 After Stage 1	Worth Solving? Proceed Iterate Pivot Stop	- Defined segment and validated job - Decision-relevant problem evidence - Underserved-need signal interpreted with qualitative evidence and context - Problem scope bounded - Evidence proportionate to solution-investment risk
G3 After Stage 2	Ready to Test? Proceed Iterate Pivot Stop	- Distinct solution options and reasoned selection - Critical assumptions and risks identified - Acceptance criteria and experience intent defined - Least expensive, least risky method capable of testing the uncertainty - Triggered governance risks escalated
G4 After Stage 3	Confident to Build? Proceed Iterate Pivot Stop	- Decision-relevant D/U/F/V and other required evidence - Confidence Profile proportionate to decision risk - Material gaps, contradictions, residual risks and dissent explicit - Validated Build Boundary and conditions defined - AI Use Record and prototype-promotion controls complete where applicable