

Lightning Talks

Project vision/business goals

User research/User Journey

Current product audit

Design Evolution

Competitive overview

Technical considerations



10 min.

The following slides are example questions to consider to help fully explore and articulate the problem space. Your sprint may not cover all of these, please consider them a guide as you schedule your lightning talks

Project Vision / Business Goals

Questions for the Stakeholder:

- Where do you want the product to be next year?
- Where do you want it to be in 5 years?
- What are the primary challenges you need to overcome?
- What keeps you up at night?

What is the business opportunity:

- Increased revenue?
- Increased user engagement time or depth?
- Improved loyalty and return use?
- Differentiation from competitors?
- Improved product or service quality?
- Reaching a new user group or market?
- Other opportunities described by stakeholders?

Voice of the user

Who are your users?

- Do they have different behaviors?
- Do you describe them with personas? Or patterns?
- Are there multiple journeys through the product?

What is the end-to-end user experience?

- How do users arrive or begin?
- What are the entry points?
- What is the ideal or target path or flow?
- What are the key moments or touchpoints along the way?
- Is this a single or multi-session experience?
- How does the experience end?
- What are the exit points?
- How do we reach or serve users after they have finished?

Existing Product Audit/Design Evolution

What does the product look like today?

(Include screenshots)

- How has it evolved over time?
- What have we tried that has worked?
- What have we tried that has not worked?

Competitor Audit

What do we already know about our competitors?

- Has there been any market research?
- What is the competitive landscape?
- What are the recent trends in this space?
- Which similar, related, or relevant products should you look at?
- What other industries, verticals, or products could we learn from?
- What are the strengths and weaknesses of our competitors?
- Can we do a SWOT analysis? (**S**trengths, **W**eaknesses, **O**pportunities, **T**hreats)

(Include screenshots)

Technology: Considerations & Opportunities

How will the solution be built? Data sources? Devices?

- Is the solution likely to be web-based? mobile? embedded?
- Where will data and information come from?
- Will user data be used for personalization?
- How will privacy be addressed?
- How will accessibility be addressed?
- What devices are likely to be used for the solution?
- What product areas are involved and need to be coordinated?
- Are there other partners involved?