

# Discovery

Understanding your client, better than they understand themselves

The Discovery process is a method of deeply understanding your customers and stakeholders to develop products or processes that perfectly suit their needs. Our customers are plagued with the challenge of having to be able to predict immediate and impactful insights for the here and now, while trying to forecast where the market and their customers are moving.

# Understand First. Roadmap Change.

## Growth together proving/disproving our hypothesis

U.Group's 4 pillars empower a short-term collaborative engagement that is utilized to help clearly understand the challenge space of our customers. It provides the teams the opportunity to deeply explore the problem space while validating a hypothesis for the product/project and is comprised of the following activities:

- Stakeholder and Subject Matter Experts Interviews
- Interactive Workshops
- User Research and Analysis
- Findings, Recommendations, and/or Roadmap

# 4 Pillars

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## Technology

- Software Development
- Machine Learning/AI
- Systems Engineering
- Security/Compliance
- Government Platforms

## Consulting

- Advisory Services
- Subject Matter Expertise
- Policy
- Program Management
- Digital Transformation

## Experience

- Mixed Reality
- User Experience
- Brand Design
- Integrated Marketing
- Web Development

## Data

- Data Science
- Predictive Modeling
- Algorithm Design
- Analytics
- Data Architecting

# Discovery | Process Flow

In any resource-constrained environment, speed and quality are essential to successful client discovery. Before beginning the in-depth 5 week on premise deep-dive process we set up a framework for success by catering to our clients

resources and stakeholder availability, so on day one we set the vision and expectations. U.Group consultants show up with a suite of data, technology, and tradecraft knowledge to ensure successful delivery.





# Discovery | Stakeholder Interviews

We start with Guided 1:1 Discussions, where the project team will spend time discussing the project with the various stakeholders in a one-on-one interview. These interviews should range between 45-60 minutes in length. This provides a Baseline Understanding with the



outcome of these interviews and their impact across the organization and its users. This information will set up the topics and working sessions for the remainder of the kick-off as well.



# Discovery | Collaboration Workshops

Workshops Engage Ideation where the results of the stakeholder interviews define the final agenda for the collaboration sessions. These sessions jump start the work products which are part of the final delivery of the project.

This provides a Shared Understanding and

definition across the project team, stakeholders, and subject matter

experts, of the overall scope of the project and expected outcomes. This is key to a successful engagement to avoid any misaligned expectations.





# Discovery | User Research

User mapping allows the stakeholders to provide the team their insight on the problem from the organization's viewpoint, meeting and interviewing representative users allows the team to learn about the needs, goals, and challenges key to people



impacted by the project. We gather Gathering Qualitative and Quantitative Data to gain both subjective and objective data on how the project impacts the user's ability to accomplish their goals and/or tasks.



# Discovery | Research Analysis

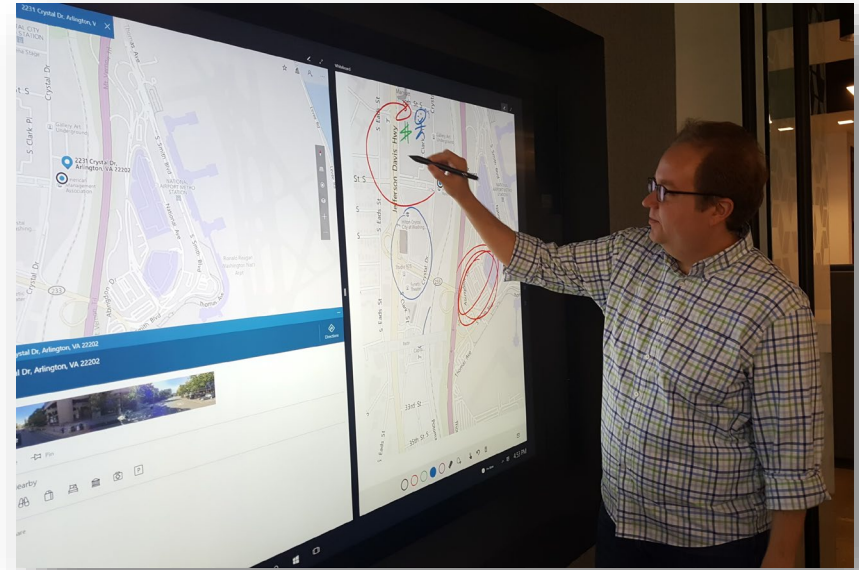
From all the data gathered from stakeholders, workshops, and users, the team will have Found Patterns in The Data that suggest how the challenge space can be approached and the types of solutions that can be explored. Where we Level-set findings and cement a Definition of the Current State. Current State is key to determining our next step and rounding out the engagement to suggesting proposed roadmap items.



# Discovery | Findings and Roadmap

With a Detailed Problem Definition and Impact we will present research findings in the form of patterns observed and the impacted those findings have on both the organization and its users. Where we complete the activity with a clear

Approach to the Roadmap and Recommendations that are achievable as relevant to the specific context, including resources required to achieve the recommendations, high-level roadmap, and/or risks.





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