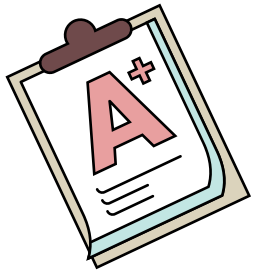


# DISCOVERY REPORT & COMMUNICATING THE RESULTS

## FILL THIS COLUMN BY COLUMN

1. Desktop study findings – including business and market data
2. Interview findings – including customer quotations that verify the findings
3. Demand evaluation – is there demand; can it be done; is it worth doing
4. Proposal to continue or discontinue the project



Keep the discovery report relevant and make it fun. A report doesn't have to be boring to read, and you can e.g. Include pictures and memes.

You should feel joy as you return to the report later in your co-creation journey.

## Stakeholder communication

Remember to communicate the results to all involved stakeholders.

