

Delivery vs Discovery: Optimization Quiz

Why should founders care if they are optimized for delivery or discovery? Knowing whether you're optimized for delivery or discovery can significantly impact a product's success and its users' satisfaction.

This assessment helps determine whether your product innovation process is valuing outcomes or outputs.

If user feedback causes us to pivot on the roadmap, it's understood as part of the product development process and not viewed negatively.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Our roadmaps become less defined as we look further into the future to allow space for validation from customers.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Our leadership team sets the direction of the product and the targeted business outcomes, but they leave the product teams to decide how that is manifested in the product.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

We test concepts on our informed hypotheses before we begin development.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

We are constantly talking to our target audience about their goals and challenges.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

If we make changes, it's because of feedback from our users, not because of internal politics or overly influential opinions.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Success is measured by outcomes ("Was the user able to achieve their goals?") and not output ("Did we release functionality this month?").

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

We have parallel streams of discovery and development work happening simultaneously.

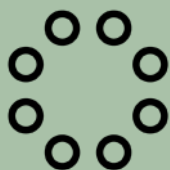
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Our leadership encourages us to talk about our level of confidence in our product ideas and what we need to learn to have higher confidence.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

We uncover opportunities by leading with curiosity and deeply understanding our target customer's needs and pain points.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5



How did your team do?

Add up the points to calculate where your organization lands on the delivery versus discovery optimization continuum.

Less than 20 points: You're optimized for delivery.

When teams prioritize delivery without adequate emphasis on discovery, there is no criteria for success outside of releasing, and the risk of developing software that falls short of solving users' needs grows. The organization may find itself in a cycle of churning out software that doesn't contribute meaningfully to user satisfaction. You can read more about how and why you should optimize for discovery in this article: ["Why founders should care if they are optimized for delivery or discovery."](#)

Between 20-35 points: You're on your way to optimizing for discovery.

While your leadership may see the value in iteration and customer validation and feedback, they have an opportunity to go further by making it more of a priority. Optimizing for discovery involves cultivating a culture that prioritizes delivering significant customer value over superficial productivity gains. It empowers teams to explore and validate assumptions about product-market fit, creating an environment conducive to innovation.

Did you get 35-50 points? Your organization is optimized for discovery.

Your organization seeks to understand their target audience and works hard to uncover opportunities to bring value and solve unmet needs. Innovation is part of your culture, and you look beyond the product being built to address the holistic needs of end-users.

An innovation process that's optimized for discovery offers greater internal clarity on why we build what we build—and when. That increases empowerment, involvement and co-ownership across teams and results in better feature quality because research, interviews and iteration are driving improved outputs. To shift your process towards greater discovery, book a consultation at sightglasspartners.com.