

## The AI-Powered Discovery Phase Checklist

### Utilizing Generative AI (like Gemini) for Deep Market and Product Research

#### Introduction

A thorough Discovery phase is the most critical step in preventing costly mistakes and ensuring you build a product people want. This checklist outlines how to leverage advanced AI models like Gemini's deep research and synthesis capabilities to supercharge your Discovery process, making it faster, more data-driven, and more insightful.

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## Phase 1: Market & Problem Validation

*Goal: Confirm that a real, valuable problem exists and understand the market landscape.*

**Define the Core Problem Statement**

**AI Prompt:** "Act as a product strategist. My idea is [briefly describe your app idea]. Refine this into a clear, concise problem statement. What core problem is this solution trying to solve for which specific audience?"

**Conduct Initial Market Sizing & Trend Analysis**

**AI Prompt:** "Analyze market research reports and industry news from the last 18 months. What is the estimated Total Addressable Market (TAM) for [your product category]? What are the key growth trends, and are there any emerging technologies or regulations impacting this market?"

**Validate the Problem's Urgency & User Pain Points**

**AI Prompt:** "Search through forums like Reddit (r/...), Quora, and industry-specific communities for discussions related to [the problem you're solving]. Summarize the most common complaints, frustrations, and desired solutions people mention. Present them as direct quotes and categorized pain points."

**Identify Target Audience Demographics & Psychographics**

**AI Prompt:** "Based on the problem statement '[paste your problem statement here]', create 3 distinct user personas. For each persona, detail their demographics, goals, motivations, and key frustrations related to this problem. Give each persona a name and a brief backstory."

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## Phase 2: Competitor & Solution Analysis

*Goal: Understand the existing solutions and identify opportunities for differentiation.*

**Map the Competitive Landscape**

**AI Prompt:** "Identify the top 5 direct and 3 indirect competitors for a product that [describe your product's function]. Categorize them and provide a brief summary of what each one does."

**Perform a Deep Feature Analysis**

**AI Prompt:** "Create a feature comparison table for the following competitors: [List of competitors]. Columns should include: Core Features, Pricing Model, Key Differentiators, and Target Audience."

**Synthesize User Reviews to Find Weaknesses**

**AI Prompt:** "Analyze user reviews for [Competitor App 1] and [Competitor App 2] from the App Store, Google Play, and G2. What are the top 3 most-praised features and the top 5 most common complaints or feature requests? Look for patterns indicating significant gaps in their offerings."

**Uncover "Look-Alike" Opportunities in Other Niches**

**AI Prompt:** "My product is similar to [Successful App, e.g., 'Uber'] but for the [Your Niche, e.g., 'pet grooming'] industry. Analyze the business model, user flow, and key value propositions of [Successful App]. How could these be adapted to create a compelling solution for the [Your Niche] market? Suggest 3 unique features."

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## Phase 3: Feature & Technical Planning

*Goal: Translate insights into a concrete feature set and technical approach.*

**Brainstorm and Prioritize Core Features (MVP)**

**AI Prompt:** *"Based on the validated user pain points and competitor weaknesses, generate a list of 15 potential features for my app. Now, act as a product manager and use the MoSCoW method (Must-have, Should-have, Could-have, Wont-have) to categorize these features for a Minimum Viable Product (MVP) launch."*

**Draft High-Level User Stories**

**AI Prompt:** *"For the following 'Must-have' features: [list the top 3-5 features], write high-level user stories in the format: 'As a [Persona Name], I want to [action] so that I can [benefit].'"*

**Explore Technical Stack & Architecture Options**

**AI Prompt:** *"Suggest a suitable technical stack (frontend, backend, database, cloud provider) for an application with the following core features: [list MVP features]. Prioritize scalability, development speed, and security. Provide a brief justification for each choice."*

**Identify Potential Technical Risks and Integrations**

**AI Prompt:** *"What are the potential technical challenges or risks for this project? Consider data privacy (e.g., GDPR/CCPA), third-party API dependencies (e.g., payment gateways, mapping services), and scalability concerns. List them in order of severity."*

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## Phase 4: Synthesis & Reporting

*Goal: Consolidate all findings into a clear, actionable Discovery report.*

**Generate an Executive Summary**

**AI Prompt:** *“Act as a business analyst. I will provide you with my findings from the previous phases. Synthesize them into a 1-page executive summary that covers the Problem, the proposed Solution, the Target Market, the Key Differentiators, and the high-level plan for the MVP.”*

**Create Presentation Slides**

**AI Prompt:** *“Create an outline for a 10-slide pitch deck based on my Discovery findings. Each slide should have a title and 3-5 bullet points. The slides should cover: Problem, Solution, Market Opportunity, Competitors, Our Unique Advantage, MVP Features, Business Model, and Team.”*

Bonus Tip

**Upload this PDF to the Discovery chat and ask to improve it for your niche or idea.**

For the estimate, you can use our [AI custom estimate helper](#)

[Or contact us for Discovery and RFP](#)