



## Overview

Product Workbench is a service that helps teams turn user research into clear, prioritised Digital Product decisions. It addresses a common challenge in product development: while organisations invest heavily in research and discovery, translating that insight into confident decisions about what to build remains difficult.

The service transforms fragmented research, often spread across documents, boards, tools and teams, into a structured, connected model of Personas, User Needs and Features. This enables teams to move from “what have we learned?” to “what should we build?” with clarity and confidence.

Teams can also interact directly with their model using natural language queries, enabling faster exploration, validation and decision-making.

Implemented within a short, focused engagement, Product Workbench provides both a working model of your product and a foundation for ongoing, evidence-based decision-making.

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## The challenge it addresses

In many organisations, user research is distributed across multiple formats and locations. While valuable insights exist, they are often:

- Difficult to synthesise and reuse
- Weakly connected to product decisions
- Interpreted differently across teams
- Lost or diluted as delivery progresses

As a result, prioritisation becomes subjective, product scope is hard to justify, and defining MVP, Alpha or Beta releases can feel uncertain.

Product Workbench addresses this by creating a clear, structured link between research, user needs and product decisions.

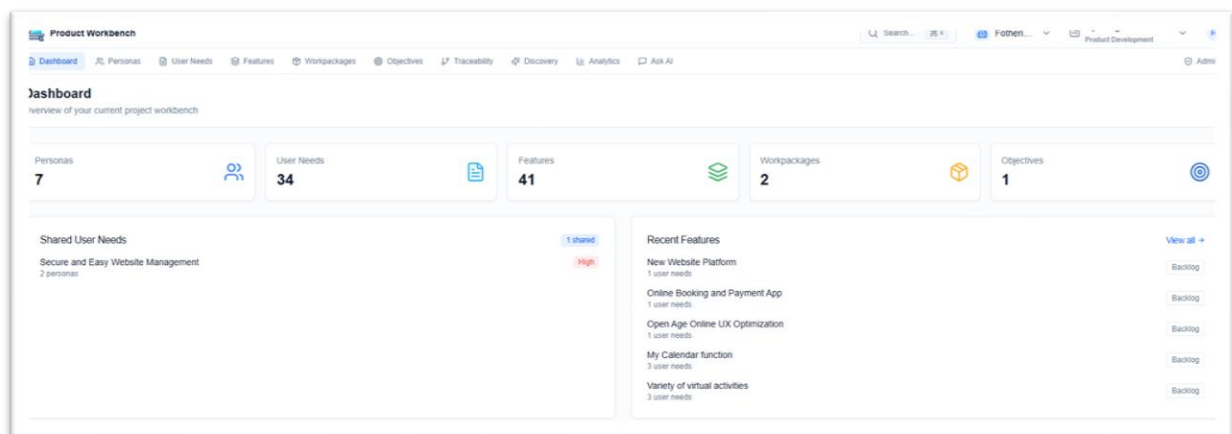
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## What the service does

Product Workbench captures and organises research from multiple sources, including documents, collaboration tools, structured datasets and images such as photos of workshop outputs.

Using AI-assisted discovery, it identifies and structures key concepts such as Personas, User Needs and Features, and maps the relationships between them.

These elements are brought together into a single, coherent model that can be explored, refined and used to guide decision-making.



The service provides:

- A structured representation of Personas and their needs
- A mapped set of Features linked directly to User Needs
- Visibility of how Features deliver value for different Personas
- Prioritisation of Features based on their impact
- A clear, defensible view of product scope
- The ability to query and explore the model using natural language

This creates a shared understanding across teams and establishes a consistent basis for decision-making.



## From discovery to delivery

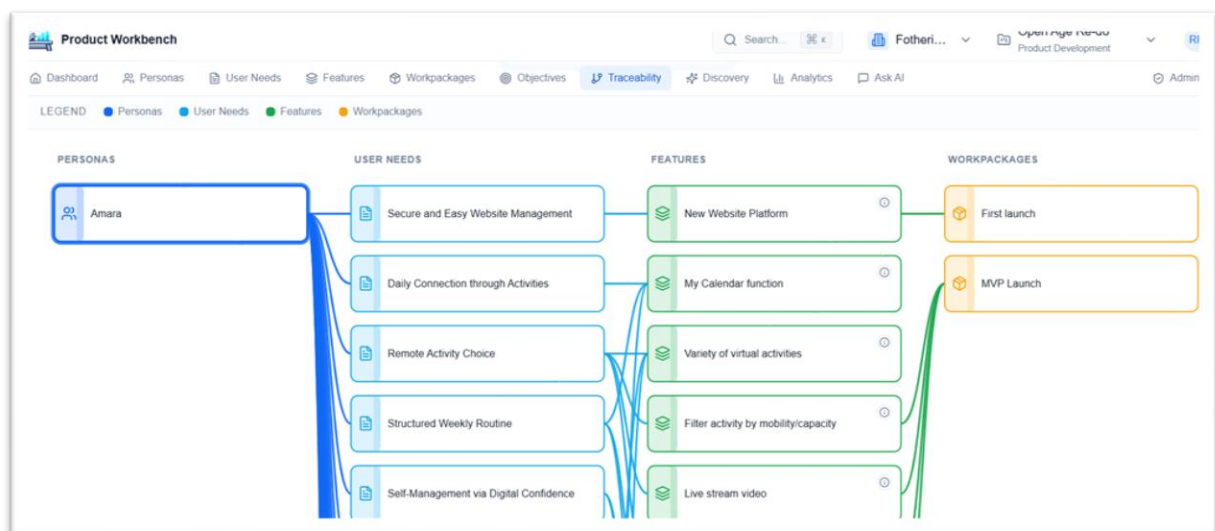
A key strength of Product Workbench is its ability to connect discovery work directly to delivery decisions.

The model provides end-to-end traceability from original research through to prioritised Features and delivery planning. This ensures that product decisions remain grounded in user needs, even as teams move into implementation.

It supports teams in defining:

- MVP scope
- Alpha and Beta releases
- Feature prioritisation for development
- Structured backlogs and delivery plans

By maintaining this connection, the service reduces the risk of insight being lost between research and build phases.



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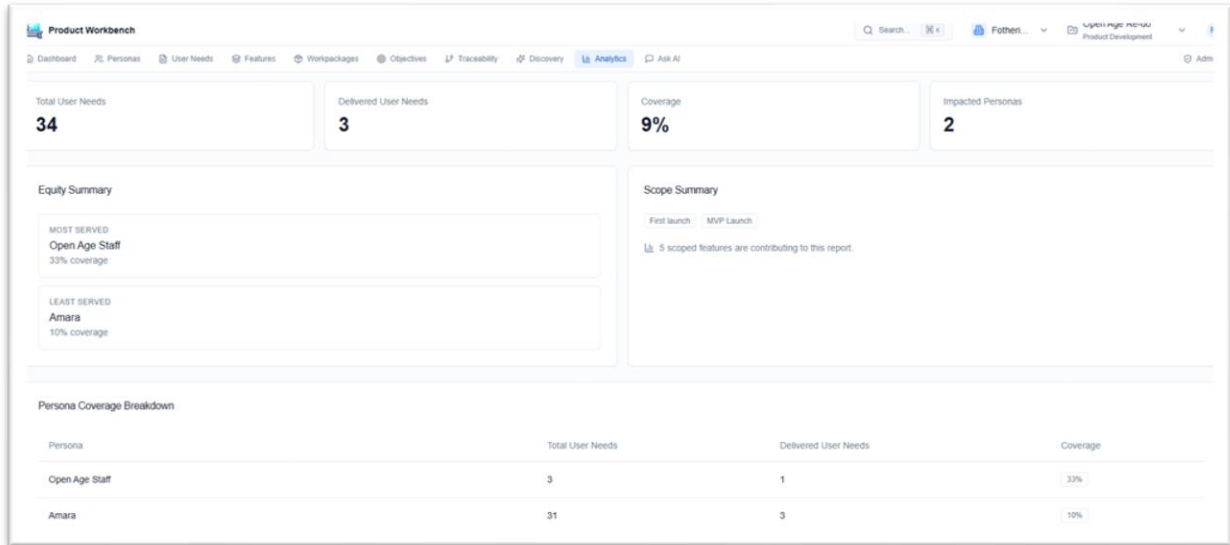
## Supporting evidence-based prioritisation

Product Workbench enables teams to move away from opinion-based prioritisation towards a more transparent, evidence-based approach.

Features are evaluated based on how effectively they address User Needs across different Personas. This provides a clear rationale for prioritisation decisions and helps teams focus on delivering the greatest impact.

Analytical views, including Persona Coverage and Persona Equity, highlight:

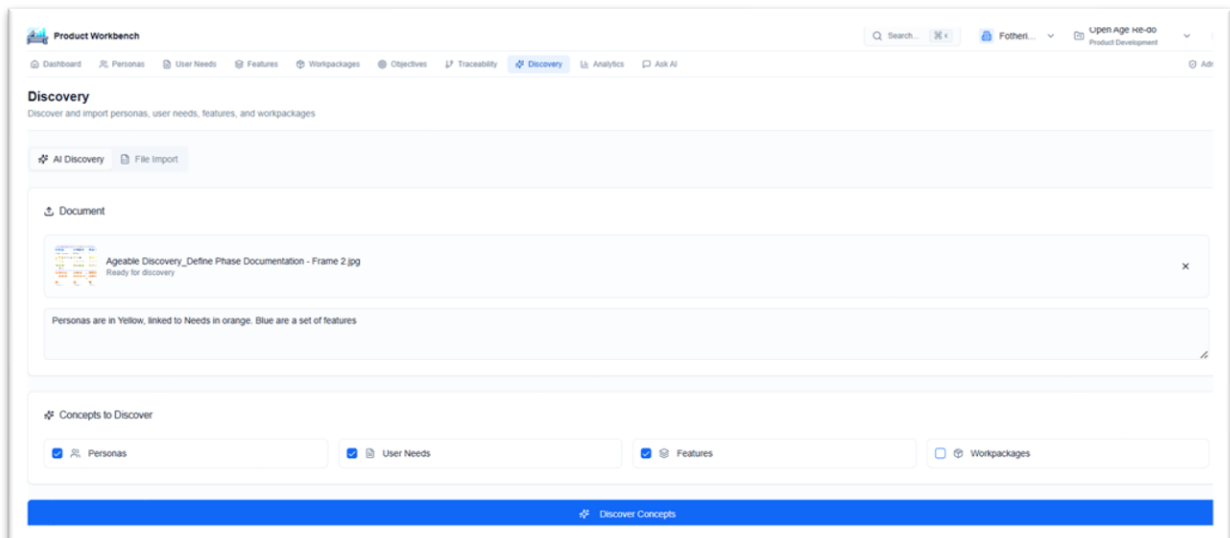
- Which user groups are well served
- Where gaps exist
- How evenly value is distributed across Personas



This supports more inclusive design and ensures that key user groups are not overlooked.

## AI-assisted discovery and synthesis

A distinctive aspect of the service is its use of AI to accelerate the capture and structuring of research.



Rather than requiring teams to manually re-enter or reformat their work, Product Workbench can ingest and structure content from a wide range of sources, including:

- Documents and reports
- Outputs from digital collaboration tools
- Workshop materials and notes
- Images, including photos of sticky notes and artefacts
- Structured data via XLSX and CSV files

AI-assisted processes identify relevant concepts, such as Personas, User Needs and Features, and map the relationships between them. This creates an initial structured model that can then be reviewed, refined and validated by the team.

For organisations with more mature research or existing datasets, the ability to import structured data enables rapid onboarding and integration with current ways of working. This ensures that previous investment in research and analysis is retained and enhanced, rather than duplicated.

By combining unstructured and structured inputs, Product Workbench significantly reduces the time and effort required to move from raw insight to a usable, decision-ready product model.

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## **Natural language query and exploration**

Product Workbench includes an “Ask AI” capability that allows teams to query their product model using natural language.

Rather than manually navigating relationships between Personas, User Needs and Features, users can ask questions such as:

- Which Features deliver the most value for a specific Persona?
- Where are the gaps in meeting key User Needs?
- Which Personas are least well served by the current scope?
- How does this Feature contribute to user outcomes?

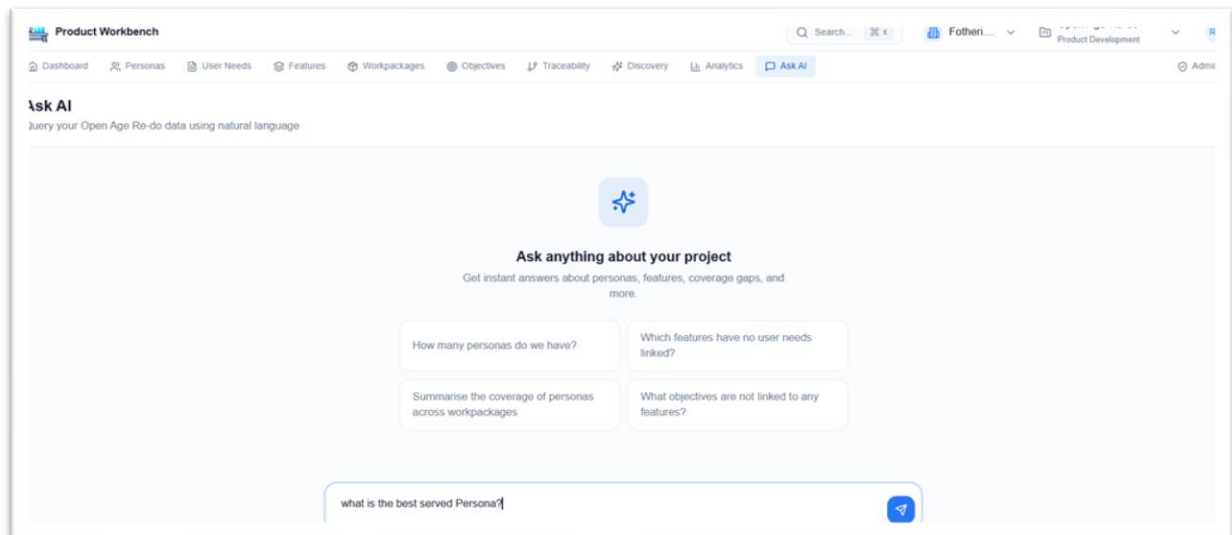
The system interprets these queries and returns relevant insights based on the structured model.

This enables:

- Faster access to insight across complex datasets

- Improved decision-making during prioritisation and scoping
- Greater accessibility for non-technical stakeholders
- More effective collaboration across product, design and delivery teams

By making the model queryable, Product Workbench moves beyond static analysis and becomes an interactive decision-support tool.



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## Alignment with user-centred design practices

Product Workbench is aligned with the principles and practices of the Government Digital Service, supporting teams working within established user-centred design frameworks.

It is particularly valuable during:

- Discovery, where research is gathered and synthesised
- Alpha, where concepts are explored and defined
- Beta, where scope and delivery are refined

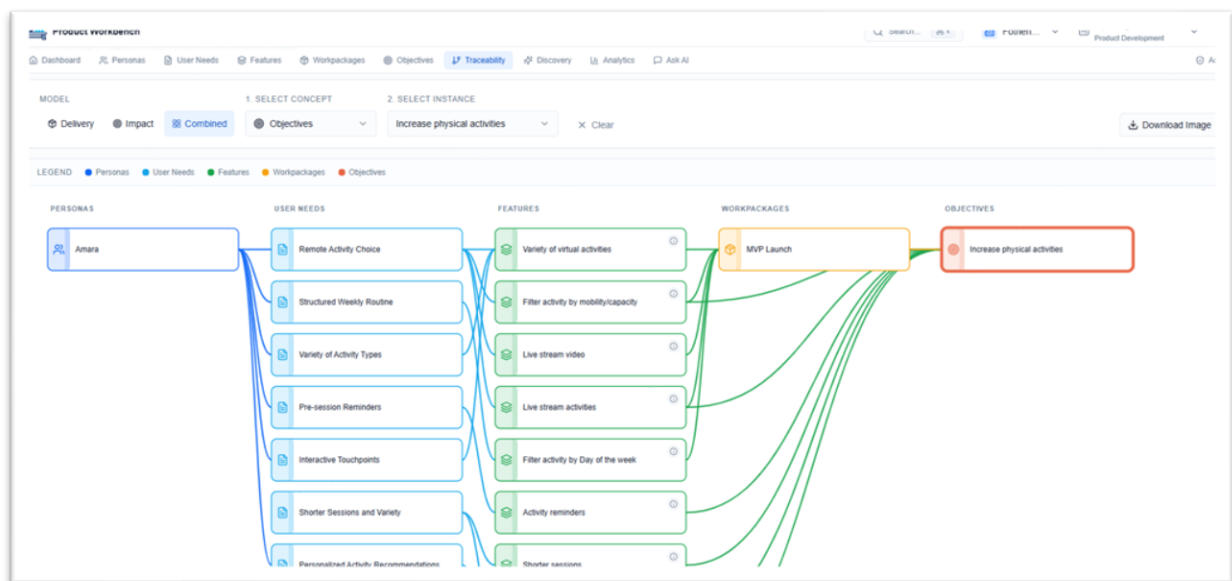
By providing structure and traceability, it helps teams meet expectations around evidence, justification and user focus.

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## Outcomes

At the end of the engagement, organisations have:

- A clear, structured model of their product
- A prioritised set of Features linked to User Needs
- Defined and justified MVP or release scope
- Improved alignment across product, design and delivery teams
- A reusable foundation for ongoing product development



Most importantly, they gain confidence in their decisions, knowing that what they are building is grounded in real user needs and supported by clear evidence.

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## Position within the delivery ecosystem

Product Workbench operates as an upstream decision-making layer within the broader delivery ecosystem.

It complements existing tools used for design, backlog management and development by providing the structure and context needed to inform them. Rather than replacing downstream systems, it ensures that the inputs to those systems are clear, consistent and well-justified.

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## Summary

Product Workbench transforms user research from a collection of insights into a practical, decision-making asset. By structuring and connecting research to product scope and enabling teams to actively query and explore that model it supports better prioritisation, clearer justification, and more confident delivery of digital products that meet real user needs.

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