This is an example spreadsheet for building your product playbook. For more details, click the link below

Article link: https://jobs.zalando.com/tech/blog/product-playbook/?gh_src=4n3gxh1

step 1	step 2	step 3		step 4		
DISCOVER	**DEFINE**	**DESIGN**		**DELIVER**		
Identify opportunities	**Focus on user problem**	**Brainstorm solutions**	**Validate Solution**	**Scope & Estimate**	**Execute**	**Measure & Iterate**
Customer Discovery	Scoping	Design kickoff	Mockup	Backlog Grooming	Backlog Refinement	A/B Testing
User interviews	Prioritization	Frameworks	Prototyping	Release ETA	Roadmap Refinement	Data Analysis
Data analysis	User Stories & Acceptance Criteria	User tests	Fake feature		Sprint Planning	Internal newsletter
Market & competitor research	MVP		Landing page		Planning Poker	Dashboards
Product vision document	Spec / Epic				Burndown Charts	Team website
Spikes						Retro
User research						Significance test
Knowledge sharings						
Business studies & cases						