A Better Way to Get Company-wide Feedback on your Product Roadmap

July 2020

WELCOMING...
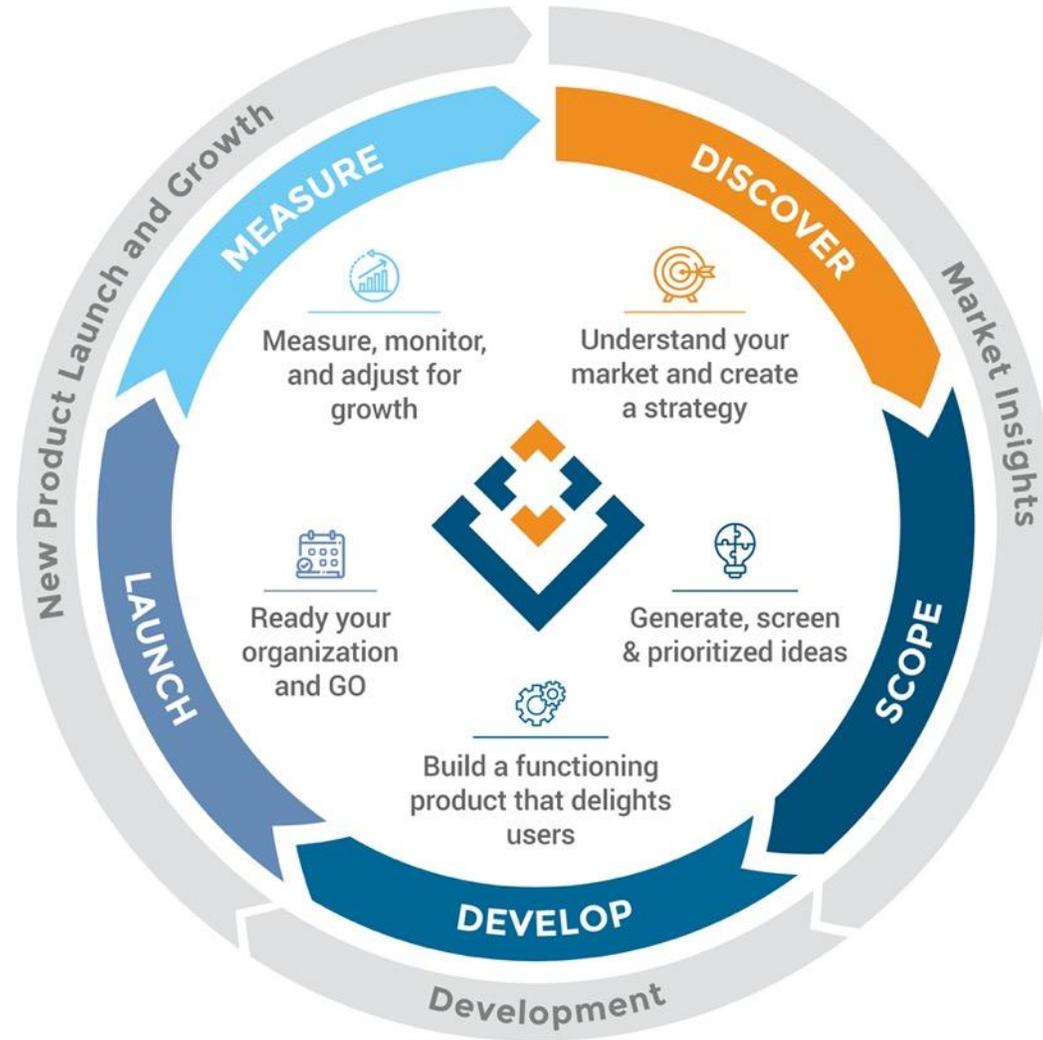
Nicole Merrill
COO & Co-Founder
Vecteris

**Dejan Duzevik
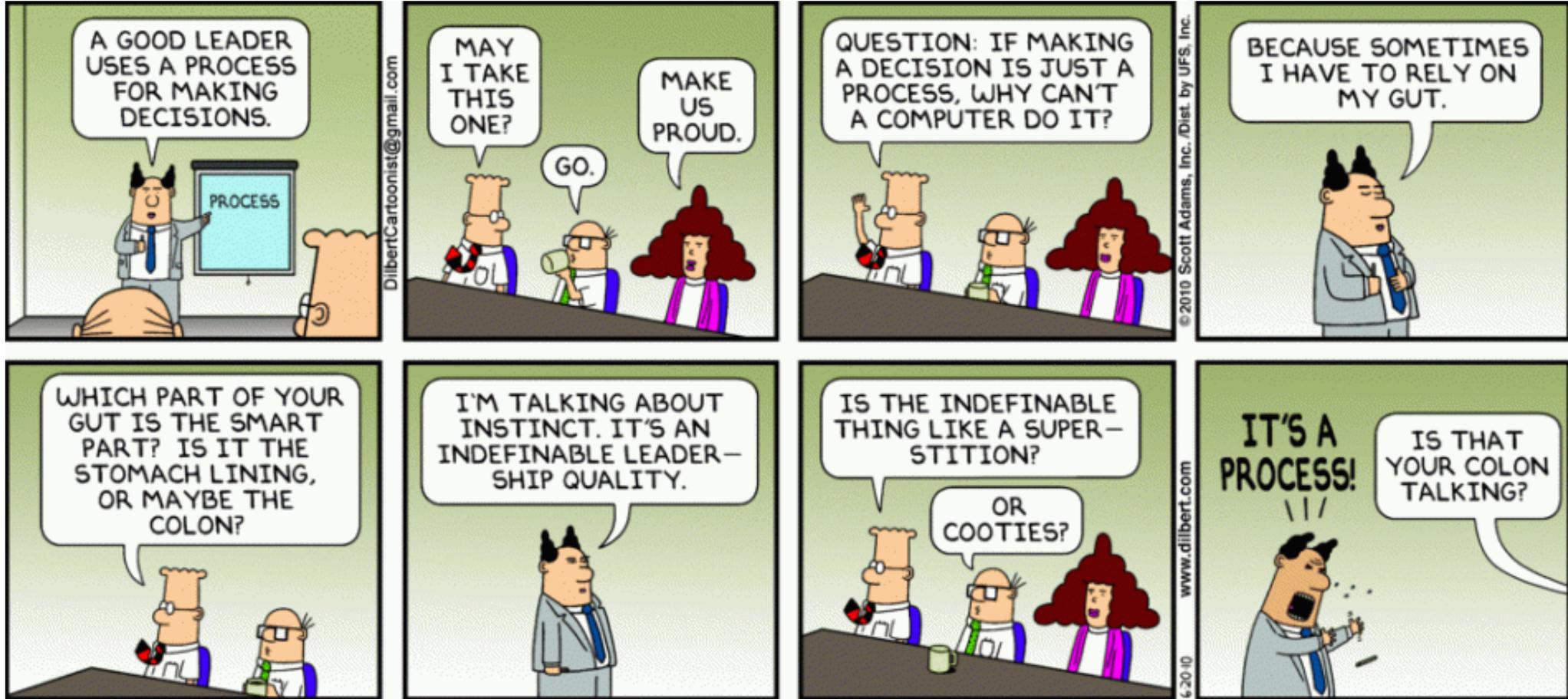Founder & CEO
Simpact**

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WHAT WE DO

AGENDA

1. **As products become more complex, the development process becomes more complex**

2. **Real-life stories of how one company engaged the whole organization to influence the product development process**

3. **Tips for using product charters to engage the team and leads with a customer-centric, evidence-based approach**

IT'S A PROCESS!

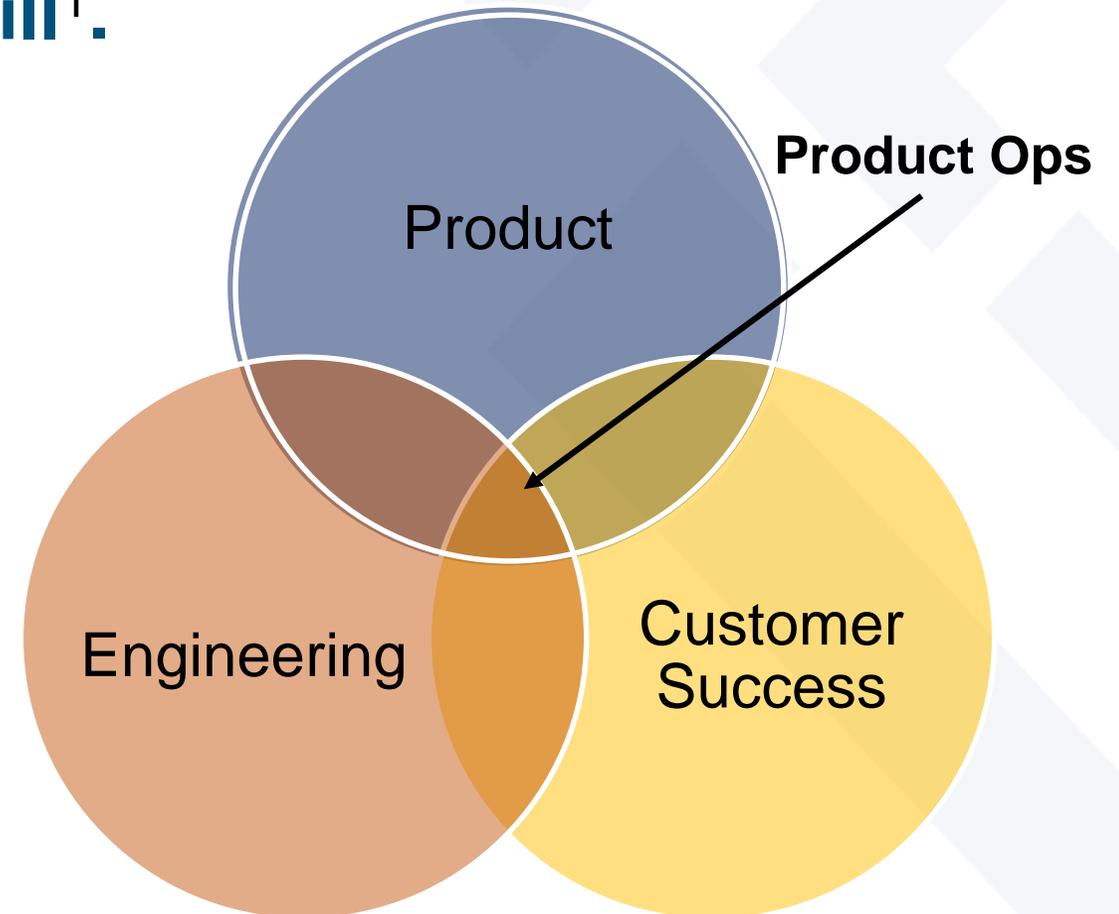# PRODUCTS BECOME MORE COMPLEX, SO DO THE PROBLEMS.

- Feedback is lost

- Focus on solutions, not needs

- Priorities constrain innovation

- Roadmaps are a fantasy

- Non-technical teams feel ignored

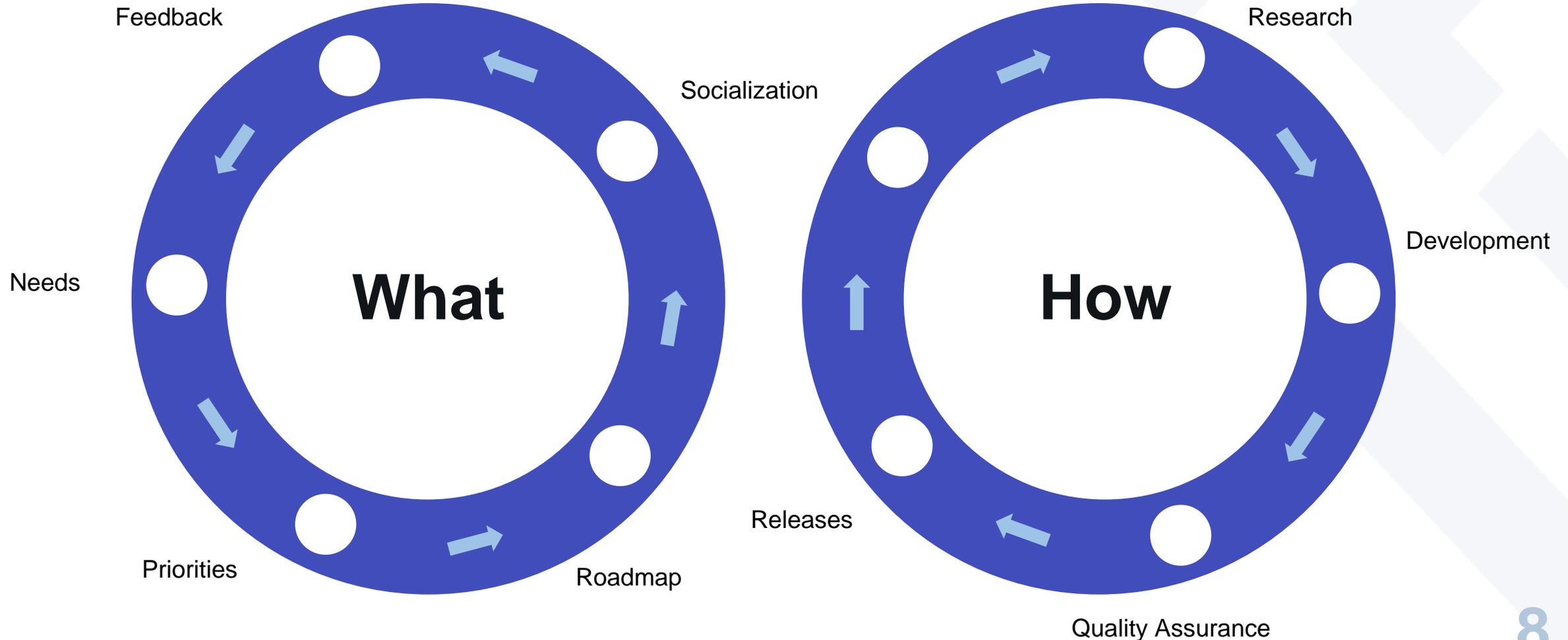- Technical teams don't know why they do what they do

ENTER PRODUCT OPS

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80% growth in product ops as a skill[1].

1. Managing tools and systems

2. Facilitating market research

3. Prioritizing initiatives

4. Product data analysis

5. Developing business processes

[1] Source: Merryweather, E., What is Product Ops? link

Product Ops

Product

Engineering

Customer Success

THE "WHAT" AND THE "HOW" DON'T CONNECT
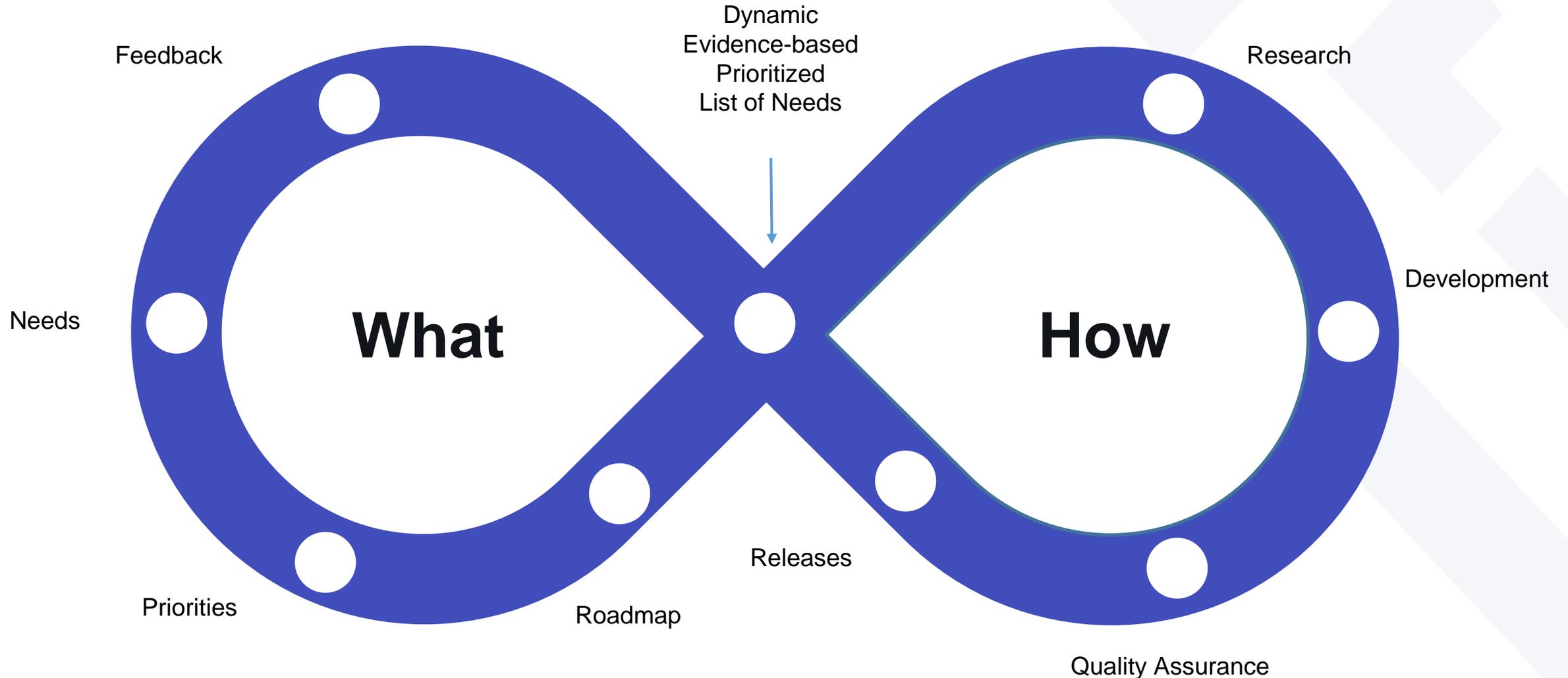
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Feedback

Research

Socialization

Needs

What

How

Development

Priorities

Roadmap

Releases

Quality Assurance

NEEDS IDENTIFIED BY

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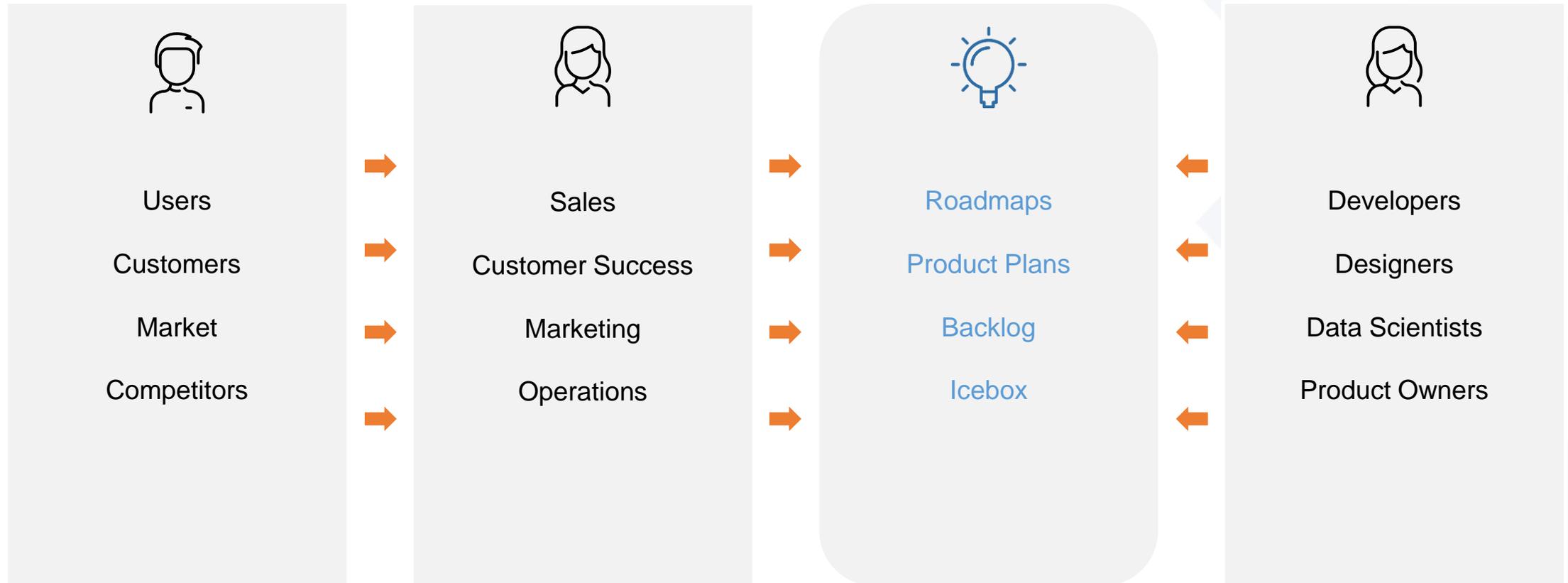
Users	→	Sales	→	Roadmaps	←	Developers
Customers	→	Customer Success	→	Product Plans	←	Designers
Market	→	Marketing	→	Backlog	←	Data Scientists
Competitors	→	Operations	→	Icebox	←	Product Owners

PRODUCT CHARTERS…

…describe a customer, user, or market need.

…must be based on evidence.

…anyone can write them.
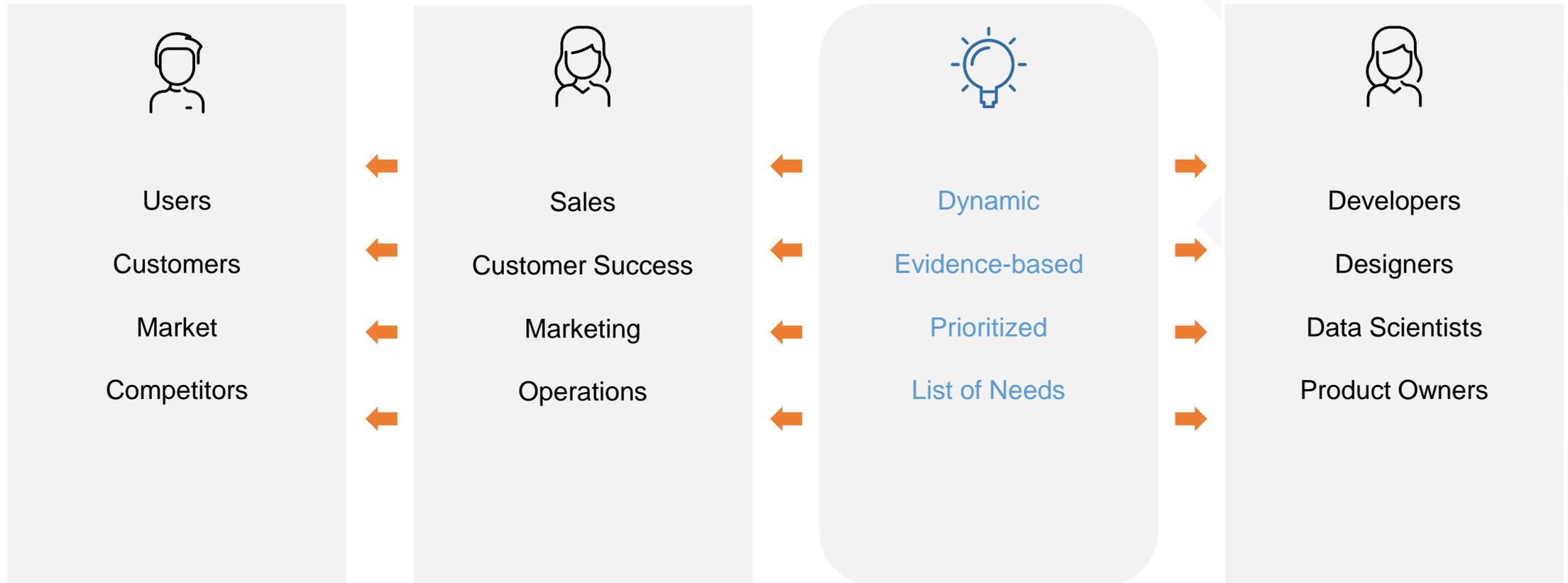
Components…

1. A free-flowing description.

2. A rationale for writing.

3. Evidence about how addressing the need would impact:

   - New customer/user acquisition

   - Existing customer/user retention

   - The productivity of the team/organization

   - The existing company culture

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QUARTERLY PRODUCT REVIEW

1. Scorers come from various teams and departments

2. Product ops meeting happens every quarter

3. Charter writers come to answer questions

4. Scorers score in private

5. An executive (e.g., CEO) sets the weights for scoring criteria

6. A dedicated person runs the calculations of aggregate scores

7. The product lead publishes the prioritized list for everyone

8. Charters get rescored every quarter

9. The development team then works on high-priority needs

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PUBLISH IT!

Anyone has access to find out what is prioritized and why.

Users	Sales	Dynamic	Developers
Customers	Customer Success	Evidence-based	Designers
Market	Marketing	Prioritized	Data Scientists
Competitors	Operations	List of Needs	Product Owners

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QUESTIONS & COMMENTS. . .

1. **What questions do you have?**

2. **Have you done anything similar? How did it work for you?**

3. **Other ideas for managing the disconnect between the HOW and the WHAT?**

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COMING UP NEXT

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Product Leader Peer Group

Meets twice a month for 6 months

60 minutes coming prepared to discuss a pre-determined topic

Next cohort starts in September

Apply here.

Product Leader Peer Groups:

- ♦ I felt alone without anyone to safely share product-related challenges and get help.

- ♦ I am unsure if this is the right choice for our product/team.

- ♦ I can't see around the corner to prepare for future product challenges.

- ♦ I don't have a network of other product leaders to turn to when I have questions about my own career.

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THANK YOU!

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