

Product Management Maturity

This checklist helps assess the maturity level of product management within a company. It can be used to highlight potential barriers to product success and to trigger discussion.

Tick each box that applies in your company. Then total the ticks in each section and turn to the *Assessment* on the next page.

Product ownership

- Product team is empowered to make decisions what to build
- Product team is measured on outcomes, not output (features)
- There is a product vision
- Members of the team know the vision
- There is a product strategy
- There is a transparent and prioritised product backlog
- Total:**

Customer focus

- Company is organised around customer value streams
- Customer research is conducted regularly
- Output of customer research is shared widely
- Product Managers interact directly with customers
- Other product team members interact directly with customers
- New development is tested with customers
- Total:**

Product organisation

- There is a Head of Product or CPO role
- Head or CPO reports directly to CEO
- Total:**

Cross functional product team

- Team is ongoing dedicated to one product (not project bound)
- Team has a dedicated UX design role
- Team has a dedicated UX research role
- Team has a dedicated visual design role
- Team is co-located with PM / PO
- Team has all the skills to complete the work
- Total:**

Product delivery process

- Team operates under an agile development process
- Cycles to customer facing release are not more than 2 weeks
- Releases are continuous (e.g. every day)
- Releases are reliably done on schedule
- Customer facing changes are released in every release
- New features are released incrementally
- Learnings are taken into account for further iterations
- Dev process is repeatable
- Total:**

Measurability

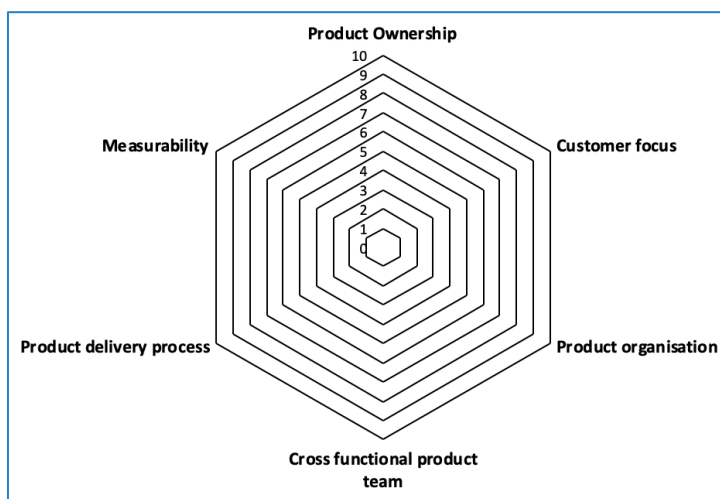
- Revenue generated from product can be tracked
 - User behaviour can be tracked
 - Impact of new development is measured
 - Impact of new development is shared regularly
 - Product performance is measured on an ongoing basis
 - KPIs reflecting value generation exist
 - KPI responsibility is shared with relevant teams
 - Data is used to inform prioritisation for new development
 - A/B or multivariate testing is used
 - Exploratory analysis of data to uncover unknown problem areas is used
- Total:**

Assessment

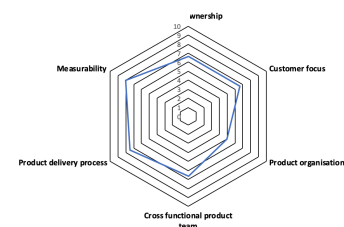
Now insert the totals from each section into the table below and calculate your scores.

Area	Your total	Possible total	Score: Your total / possible total * 10
Product Ownership		6	
Customer focus		6	
Product organisation		2	
Cross functional product team		6	
Product delivery process		8	
Measurability		10	

Plot your score for each section in the radar chart below and connect the dots to get an overview of stronger and weaker areas with regards to your Product Management organisation.



Example:



Does the result surprise you? Concern you in any way? Read more about each area here: <http://tiny.cc/i26hgz>

In order for your product(s) to succeed in the market, people, processes and organisational environment need to be aligned to foster product success. We can help you getting there.

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