Questionnaire for Product Management

Briefly describe what you deliver.

ℹ Specify a name, type (service, component, hardware product, software product, etc.), the primary customer (internal or external), purpose (back-office productivity, simplify development, status image, etc.), the number of users, time since the first release

How many persons are directly involved in the delivery from start to finish?

ℹ The number of people or the number of teams

Briefly describe the person or persons who have the business-responsibility for your delivery?

ℹ The number of people, roles, authority, etcetera

Briefly describe the person or persons who have the architecture responsibility for your delivery?

ℹ The number of people, roles, authority, etcetera

Briefly describe the person or persons who have regulatory, quality, and operational responsibility for your delivery?

ℹ The number of people, roles, authority, etcetera

Is there a long term vision for your delivery?

ℹ Yes or No

What is the average lead time for delivering an end-user feature?

ℹ The number of weeks

What kind of business benefits are you measuring?

ℹ Cost of Delay, Return On Investment, Net Present Value, Internal Rate of Return, Satisfactions indexes, Market Share, Time to Market, Internal Process Metrics, etcetera

What kind of early indicators or actionable metrics are you measuring and acting on?

ℹ Sign-up, daily usage, incidents, conversion rate, purchases, etcetera

Have you done any market analysis based on measurements?

ℹ

ⓘ Yes or No

Is there a pricing strategy, outlining long and short term objectives for the delivery?

ⓘ Yes or No

Have you analyzed or tested different models for how to exchange products and solutions for money?

ⓘ Yes or No