

Checklist

by **airfocus**



6 Ways To Identify if You Need
**To Modernize Your
PM Approach**

There are a multitude of modern challenges that product teams face on a daily basis as they deliver solutions to customers and users.

We know about them in detail because we wrote a [detailed report](#) on this topic.

Solve these problems with a modular flexible product management tool that enables you to build products in a modern way that works for your team.

Here are 6 signs to look out for to determine whether you need to modernize your product management approach and leverage airfocus.

You should switch to modern product management if you need to:

- 1 ☐ Tie documented feedback directly to product insights
- 2 ☐ Engage with your customers and user base
- 3 ☐ Do systematic and transparent prioritization
- 4 ☐ Focus on outcomes over outputs
- 5 ☐ Have better team alignment
- 6 ☐ Work your teams' way

1

Need to tie documented feedback directly to product insights

Gathering product feedback is vital, from customers, users, and internal stakeholders.

Customer and user feedback tied to problems enables you to create value for them via your products, features, and enhancements. Gathering internal feedback enables you to sort out which initiatives to prioritize and gain sentiment on how your team feels about your product suite.

It's important to have one central location where feedback is documented to gather the right information and ensure that your feedback is organized.

Take this a step further however to generate insights from this feedback to inform your strategy. If you're currently missing this within your product management tool and process then you should consider modernizing your approach.

2

Need for engagement with your customers and user base

Engagement with customers and users is key. These dedicated stakeholders support your products and want to be aware of what changes are being made to further assist them in accomplishing their goals.

Engagement can take many forms from customer webinars, to enrolling them as beta testers, to customer interviews.

One key method of engagement is frequently sharing your product plans and updates via your product roadmap. If your public facing roadmaps are being built in a word document or PowerPoint slide and then shared with customers when asked, then consider modernizing your approach.

Leverage a product management tool that gives you full visibility into your product development process from gathered feedback, to delivery, and post release of features, with the ability to engage your customer and user base by sharing easily updatable roadmaps with them.

3

Need systematic and transparent prioritization

Not everything can be done, nor should be. It's important to have a systematic approach to determining which initiatives to address.

However, different teams sometimes have different ways to prioritize. Customization is important when using a product management tool to modify the grading criteria towards your needs.

Prioritize opportunities and initiatives based on a defined (and customizable) set of values and cost criteria. Then score the items based on your input and relative criterion, then visually map them out on a prioritization chart to not only help your team make more informed and objective decisions.

This is one approach among others. The key factor is having a tool that supports your approach.

4

Need to focus on outcomes over outputs

It's the shift in focus on outcomes that enables companies to escape the feature factory trap. When focusing on outcomes teams can make strategic product decisions that accomplish customer and business goals.

If your team is mainly focused on outputs then you definitely need to modernize your approach.

Not only with outcome-based roadmaps to clearly identify and communicate how delivered items tie directly to the product and company vision, and the goals to accomplish, but also by tying the different levels of hierarchy from objectives to features.

5

Need better team alignment

Cross-functional teams should be aware of what's being worked on, whose leading initiatives, and expected release dates.

Alignment should not be a challenge within product teams. If it is then perhaps you should consider a modern product management tool that easily facilitates this.

A tool that can align teams with a clear direction. Along with the ability to craft dynamic and strategic lean roadmaps with ease while focusing on outcomes with team objectives to solve the right problems for customers, users, and your business.

6

Need to work your teams' way

Companies and teams often face challenges as they grow. When working with many product management solutions this only further supports the issue as the tool is not modular nor customizable.

Modularity with product management tools enables teams to accomplish the following:

- Use product-specific apps to accomplish their goals
- Take advantage of customization with custom fields, views, and workspaces
- Use custom prioritization frameworks
- Use multiple customizable templates

While you're busy with day-to-day activities and priorities, take a step back and look ahead to plan for the future to ensure that your teams are set up for success with the right tool that enables them to perform their best work.

Give your team the unique work environments they require for their work while leveraging a product stack that grows with you.

Now that we've gone through these six points, here's the good news. [airfocus](#) can support you with all of these key needs and more.

About airfocus

airfocus offers a modern, modular and easy to use product management platform.

It provides a complete solution for product teams to manage and communicate their strategy, prioritize their work, build roadmaps, and connect feedback to solve the right problems.

Designed with flexibility in mind, airfocus allows you to quickly customize the platform to fit your needs without disrupting the way your team works.

Join thousands of global product teams who use airfocus to make better decisions and build outstanding products. Kick-start your way to better product management today.

Give airfocus a chance and start with a [14-day free trial](#), or [book a demo here](#).

