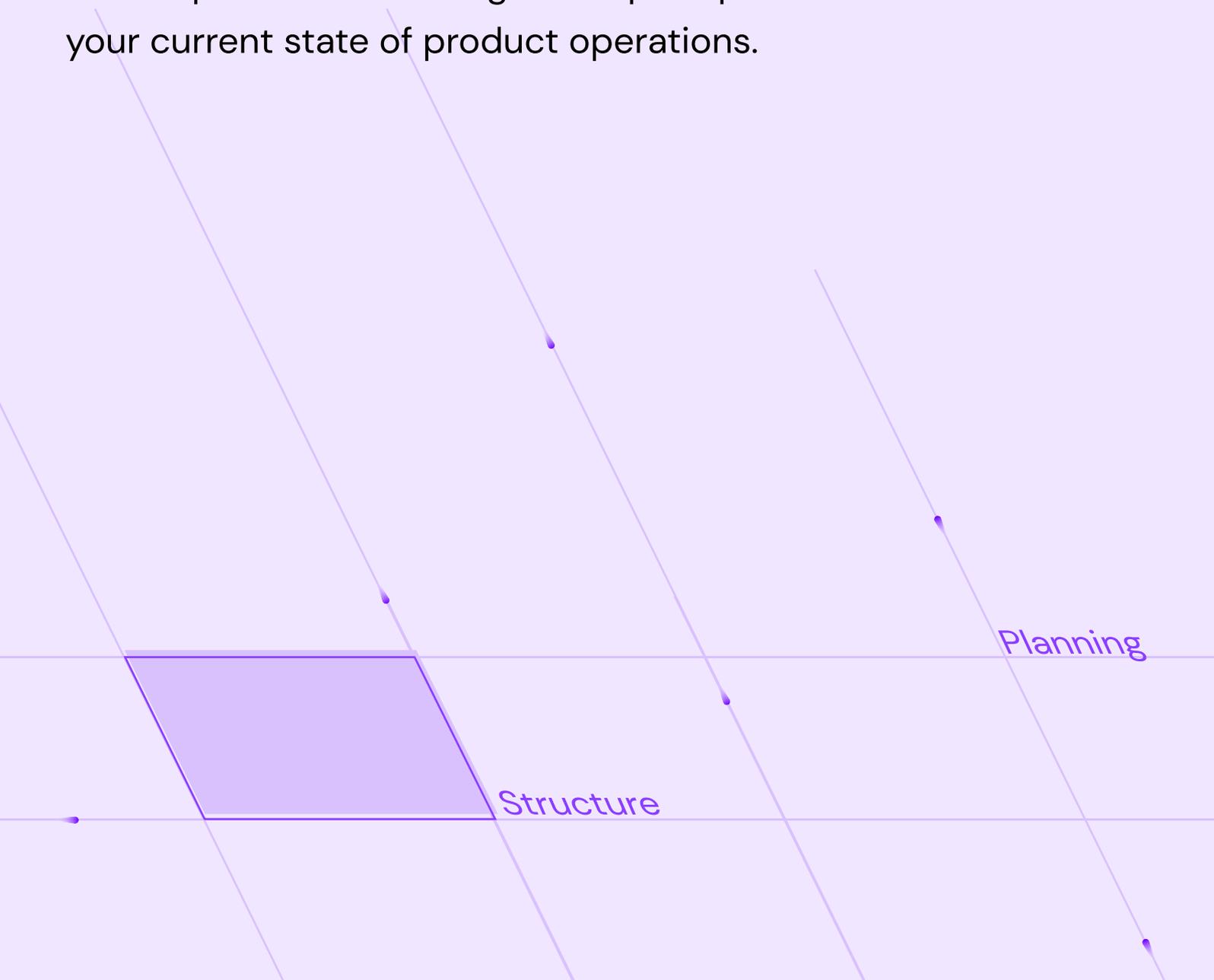


# Product Blueprint Cheat Sheet

These questions are designed to prompt conversation over your current state of product operations.



# Product Blueprint Cheat Sheet



Environment	<i>Culture</i>	Do we embrace decision-making with openness, empathy and humility?
	<i>Collaboration</i>	Are our interactions with our colleagues and our partners driven by a respectful, balanced and efficient sense of collaboration?
	<i>Values</i>	Does our organization act through a meaningful set of commonly shared values, while we individually both trust and empower each other?
Organization	<i>Structure</i>	Are the organizational structure and the talent within capable of and accountable for producing high quality work?
	<i>Leadership</i>	Does leadership really understand and actively support product within our organization?
	<i>Resources</i>	Is there adequate financial and developmental support for the product function to execute at a sustainably high level?
	<i>Communication</i>	Is there transparent, broad and continual dissemination of goals, learnings and important decisions?
Discovery	<i>Customer understanding</i>	How developed is our organization's effort to understand customers and integrate that knowledge throughout our products?
	<i>Market evaluation</i>	How much effort does our organization invest in continually understanding the market and the competitive landscape?
	<i>Business planning</i>	Does our organization conduct sufficient research on product viability and feasibility before starting development?
	<i>Product planning</i>	Are foundational product planning methods (such as personas, ideation, prototyping, roadmapping, etc.) widely embraced and trained?
	<i>Portfolio management</i>	Does our organization actively monitor the composition, maintenance and viability of our offerings as a product portfolio?
Execution	<i>Development methodologies</i>	Do we use development stacks that are appropriate and ideal for the task at hand? Do our practices allow us to make tough go / no-go decisions?
	<i>Design</i>	Is quality product design effectively integrated from prototype to MVP, through development and launch, and beyond?
	<i>Build</i>	Does our organization support robust engineering by translating customer insights and the solution concept into specific user stories, requirements and testing plans?
	<i>Release</i>	Does our release process repeatedly get product out the door on-time, bug-free and at or above customer expectations?
	<i>Feedback loops</i>	How diligent is our organization in gathering and acting upon a broad range of product usage data and feedback?
Go-to-market	<i>Launch planning</i>	Do our product launches consistently prepare both the product and our entire supporting staff for successful introduction of the product to market?
	<i>Marketing</i>	Do we launch with a meaningful value proposition and a strong marketing strategy to educate existing customers and convert new prospects?
	<i>Sales</i>	Do the product, sales and customer service teams work together to ensure great customer relationships, from planning to prospecting, from conversion through retention?