



Comment estimer la valeur client pour prioriser vos backlogs?

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Room 3
15:40





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Humble Product Managers *meetup*



After a promising start...

we started to struggle:

- Lots of new features (more than new customers ;-))
- Many ideas and customer requests
- Intuitive “rule of thumbs” decisions and prioritization
- Unpredictable or just unmeasured results
- Growing slower than the competitors

What we had tried first without significant results

- Build more features
 - no effect on new sales
- Marketing / Sales
 - little effect
- Launch new products
 - multi products = too time consuming for our limited resources
 - we lost focus

Insanity is doing the same thing
over and over and expecting
different results.

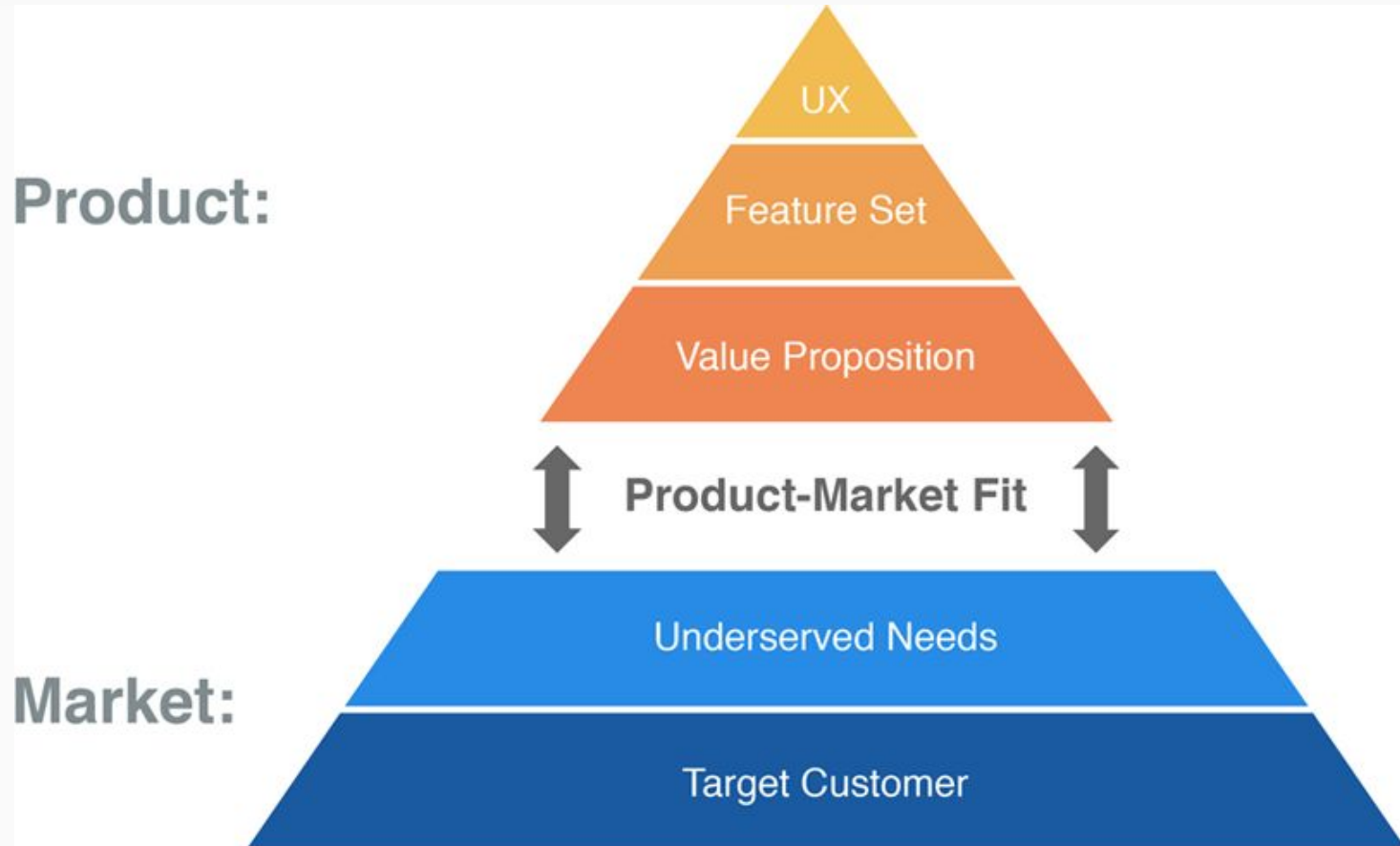
Albert Einstein

“The main reason products fail is because they don’t meet customer needs in a way that is better than other alternatives”

Dan Olsen

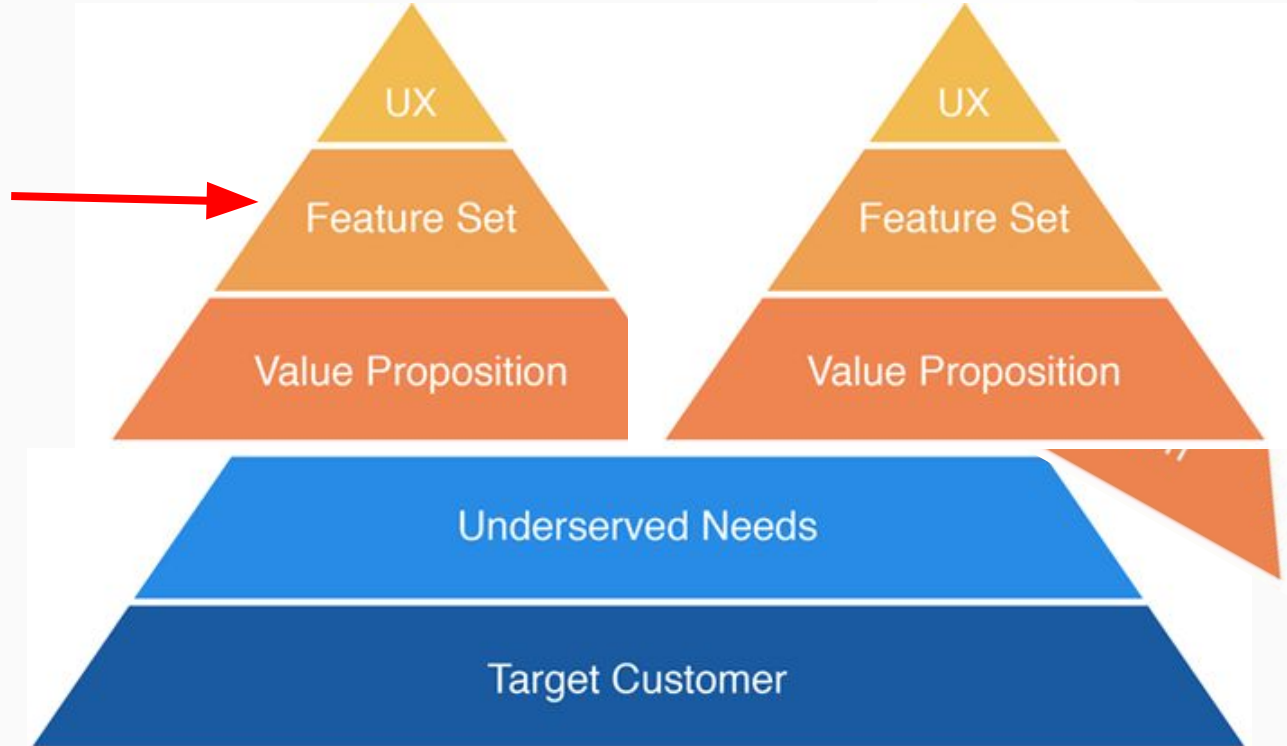
The Product-Market Fit

Product-Market Fit Pyramid / ©Olsen



Effect of bad Product-Market Fit

**Better
alternative**



What we started doing then

- **Understand better our existing customers**

- Ask interview with customers
- Eat our own dog food
- Product Analytics & KPI's
- Onboarding survey
- Support
- Consulting

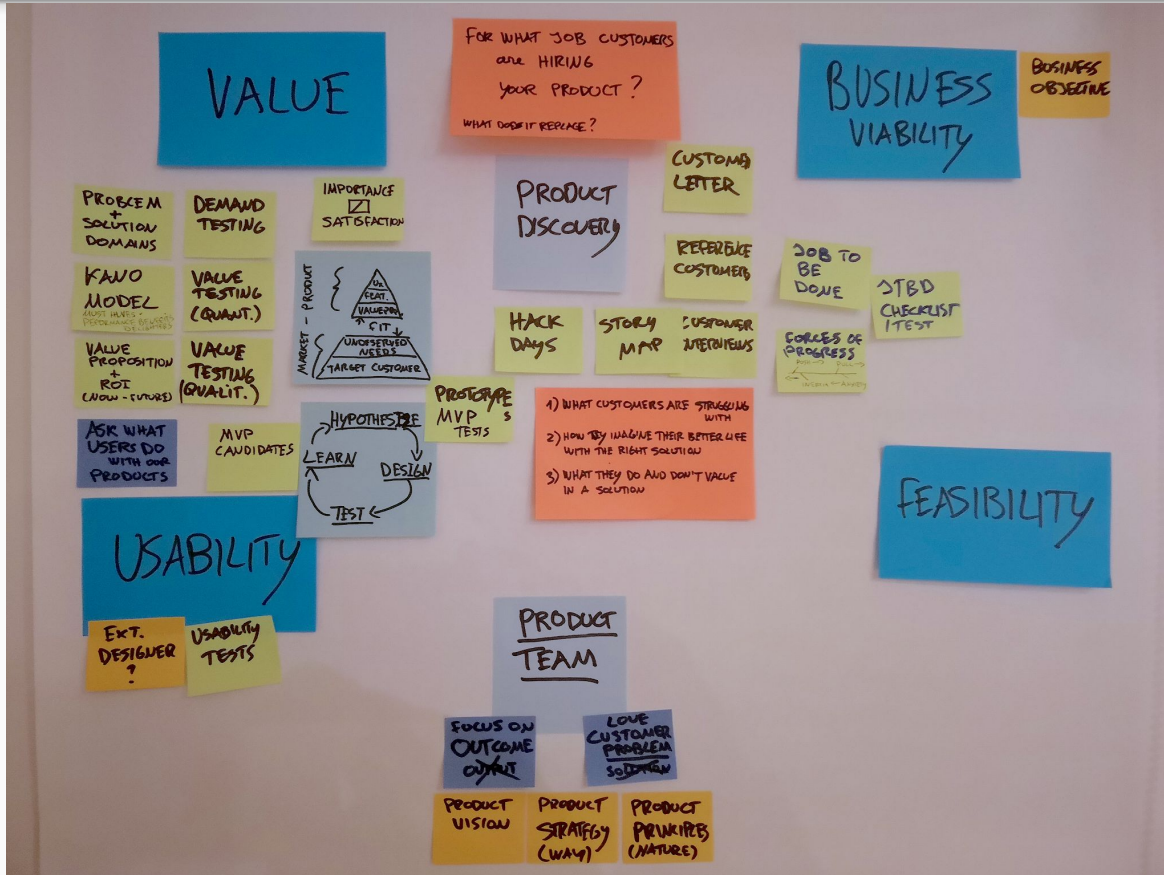
-> It put focus back on the initial problem!

How to optimize
Product-Market Fit ?

- Heart of the product management: **Product Discovery**
- = continuous optimization of the **Product-Market Fit**

Product discovery is the act of validating continuously what to focus on and why.

Product Discovery



TAKEAWAY

Product Discovery

=

continuously checking that your solution is:

1. **VALUABLE**
2. **USABLE**
3. **FEASIBLE**
4. **BANKABLE**

in a constantly evolving environment

Always start with the VALUE

Measuring VALUE enables Prioritization

Why it is mandatory to prioritize?

- Tons of ideas
- Tons of customer requests / feedbacks
- Limited resources
- Keep focus on product-market fit
- Prioritize = saying no to some **bad and good** ideas

"Focus means saying no to the hundred other good ideas that there are. (...) I'm actually as proud of the things we haven't done as the things we have done. Innovation is saying no to 1,000 things."

Steve Jobs

Measure Value with Importance vs Satisfaction Technique (Olsen)

Importance

- Not at all important
- Slightly important
- Moderately important
- Very important
- Extremely important

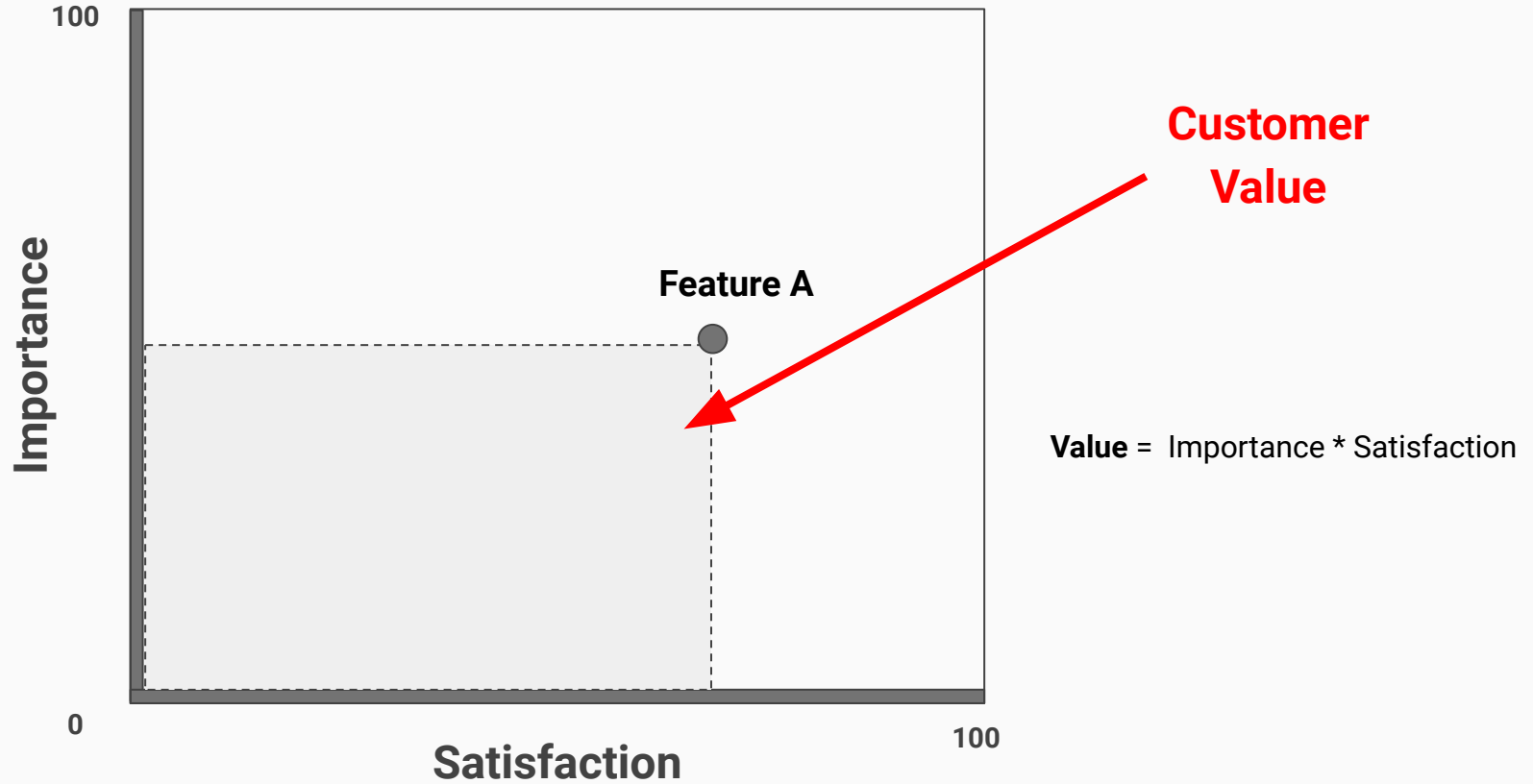


Satisfaction

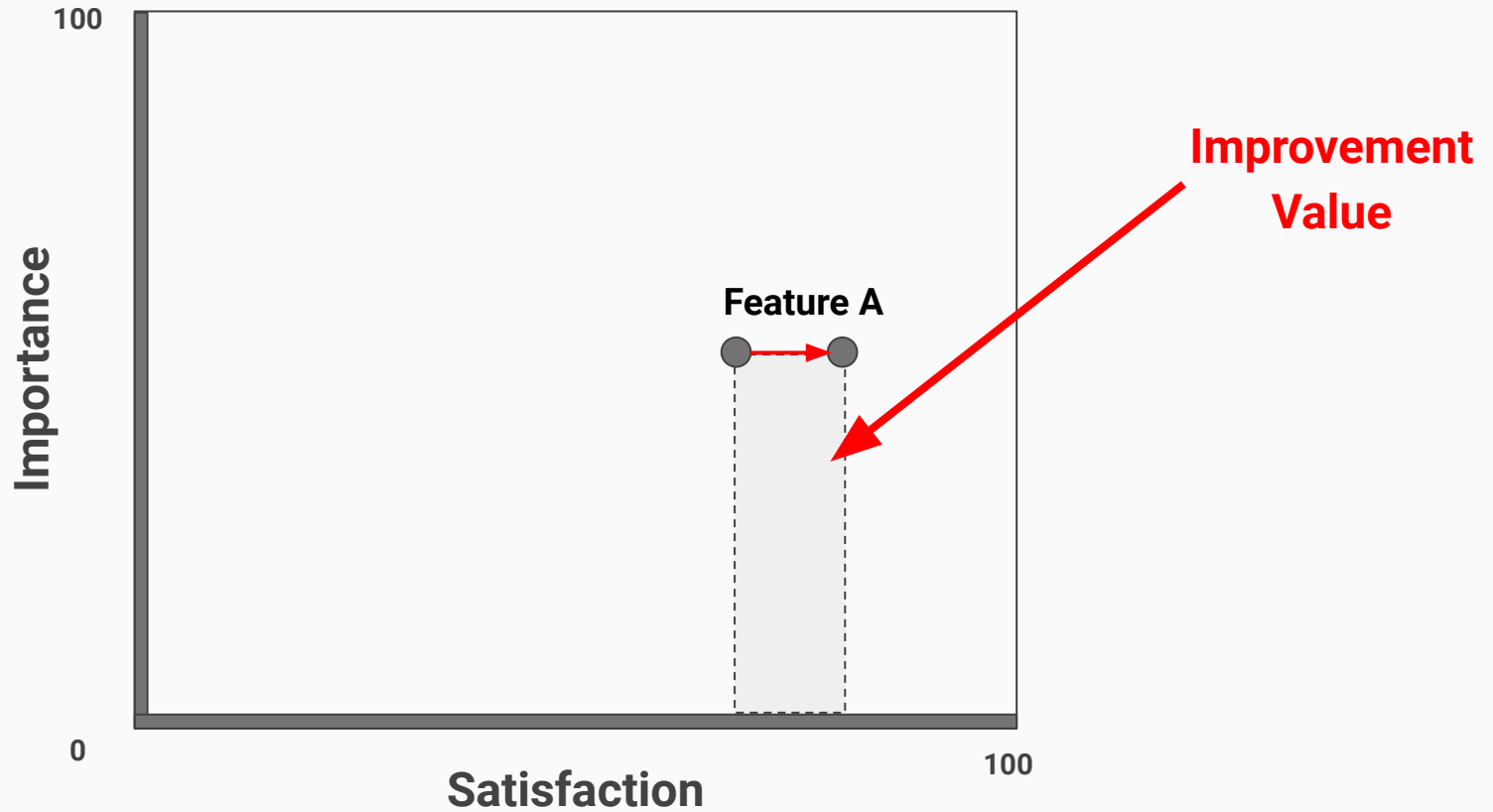
- Completely dissatisfied
- Mostly dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Mostly satisfied
- Completely satisfied



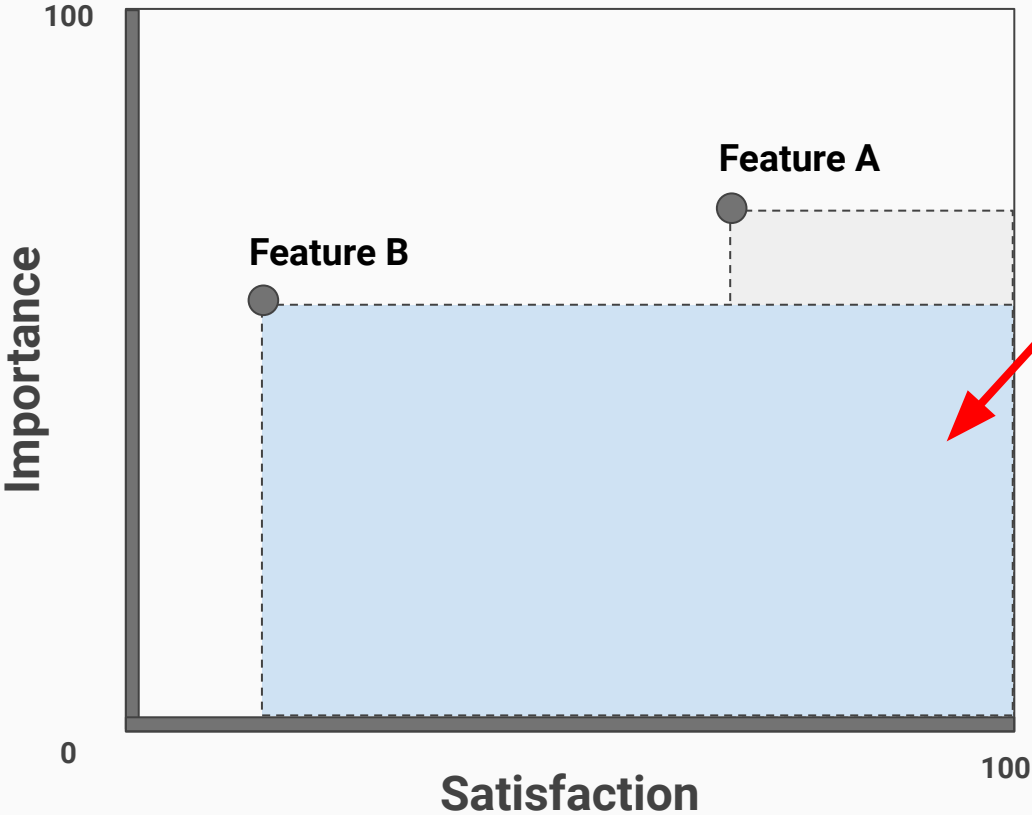
Measure Customer Value - Importance vs Satisfaction Technique



Measure Improvement Value - Importance vs Satisfaction Technique



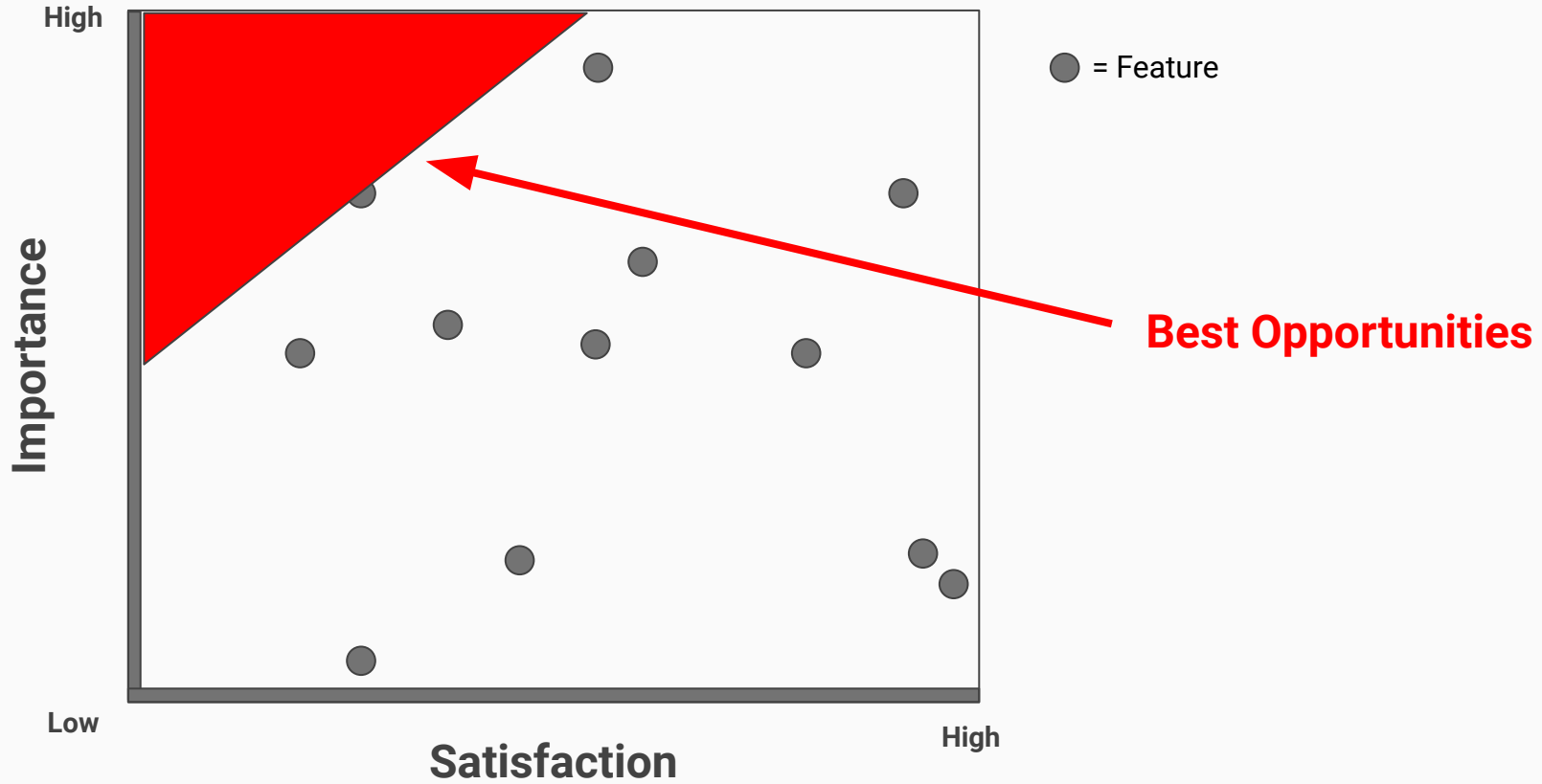
Assess the Opportunities - Importance vs Satisfaction Technique



Opportunity

Opportunity = Importance * (100 - Satisfaction)

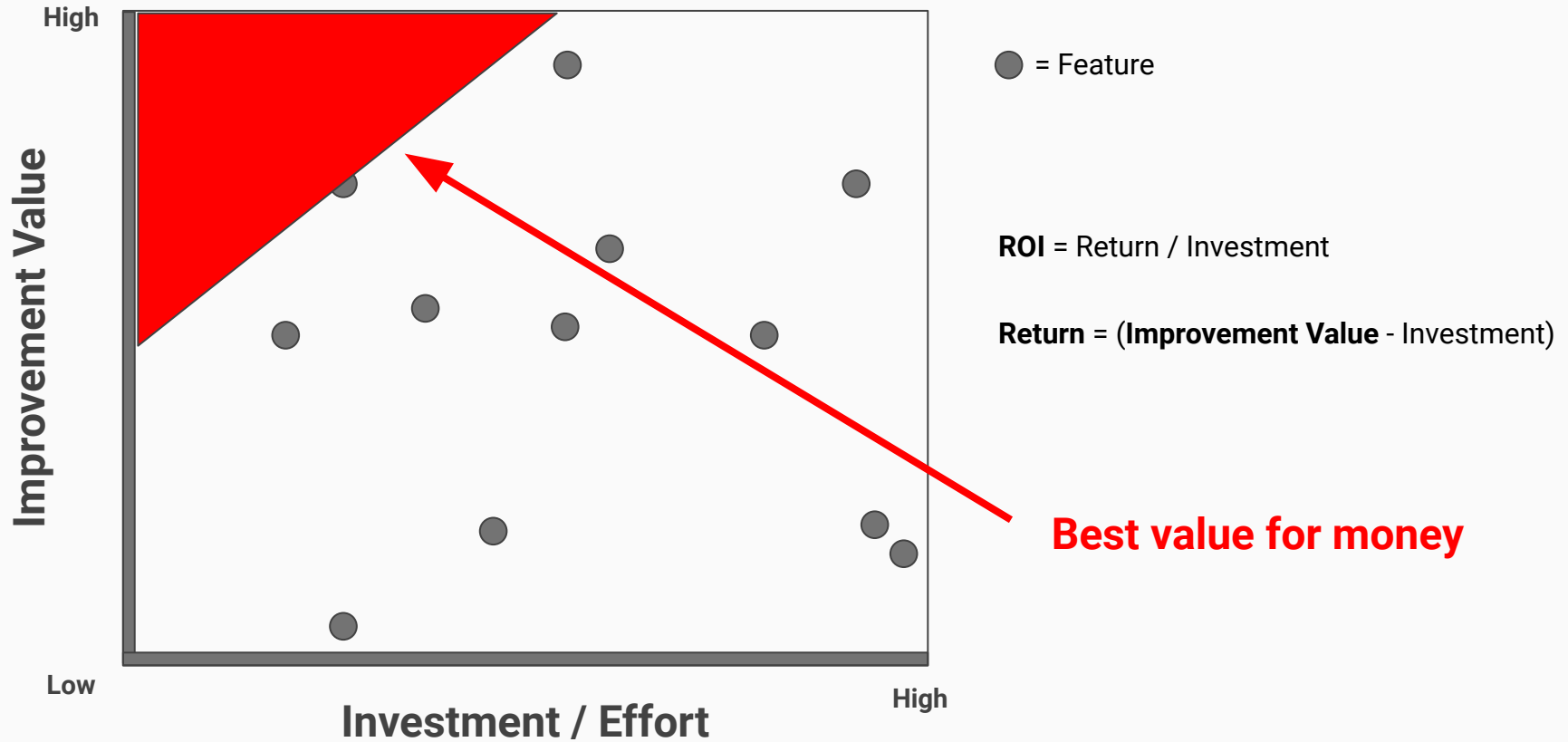
Identify Opportunities - Importance vs Satisfaction Technique



Opportunities prioritization in Jira Product Discovery

<https://apwide.atlassian.net/jira/polaris/projects/DEMO/ideas/view/928799>

ROI Prioritization - Importance vs Satisfaction framework



ROI prioritization in Jira Product Discovery

<https://apwide.atlassian.net/jira/polaris/projects/DEMO/ideas/view/2830813>

Use Cases - Importance vs Satisfaction Framework

- prioritize backlog of improvements / bugs
- your product/services vs alternative solutions
- evaluate opportunity score for new products

TAKEAWAY

Importance / Satisfaction
=
your prioritization SWISS KNIFE

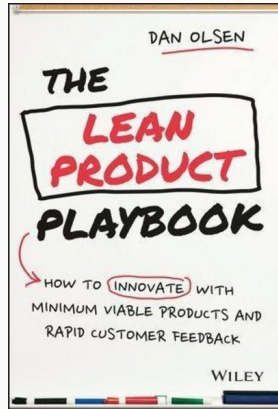
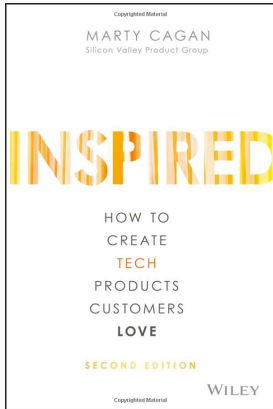
If you prefer Jira to Spreadsheets:

<https://www.atlassian.com/software/jira/product-discovery>

TAKEAWAYS

TAKEAWAYS

- Fall in love with **real problems** of your **customers** (not with your product!)
- Products do not survive bad **Product-Market Fit**
- Continuously check if your solution is: **Valuable, Usable, Feasible** and **Bankable**
- Replace the rule of thumb with **Importance vs Satisfaction** prioritization technique



If you prefer Jira to spreadsheets:
<https://www.atlassian.com/software/jira/product-discovery>

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Question & Answers

+

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