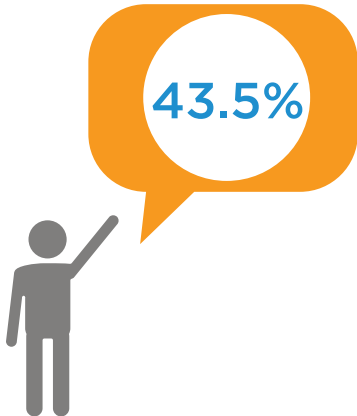


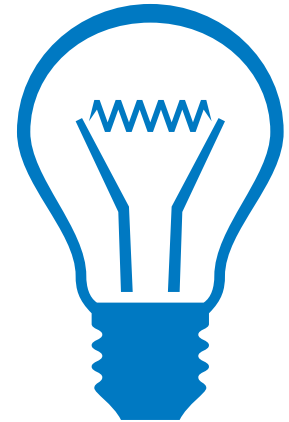
Product management is dependent on clear processes and effective prioritization.

Product Backlog



More than 40% of respondents (43.5%) indicate that their team's product backlog is effectively prioritized, another 37.9% of respondents consider their product backlog to be in a state of disarray, which could certainly cause the team to be less productive than it might be.

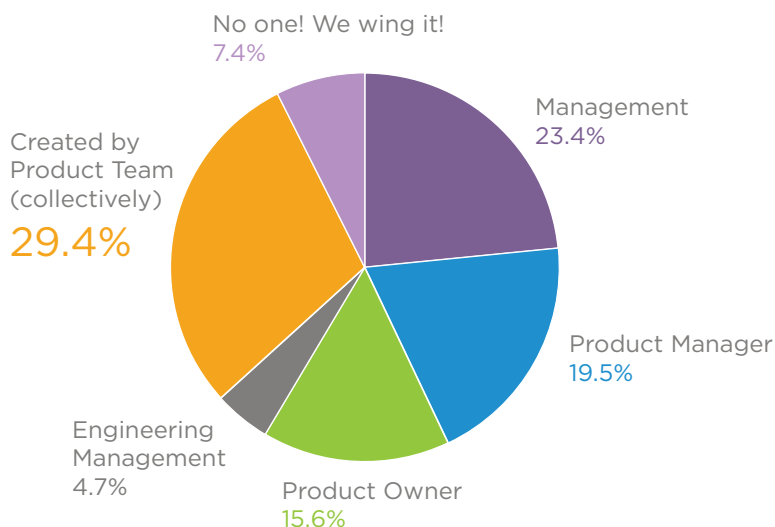
The importance of effective backlog grooming cannot be overstated. Not only does an effectively groomed backlog ensure that teams are always applying themselves to work that customers will value most highly, but it also serves to motivate developers.



Nearly half of all respondents (48.2%) indicated that their organizations have no formal system or process for tracking, developing, and managing ideas.

Definition of "Done"

Who defines "done" matters. The 15.6% of product teams who rely upon the product owner to create the definition of done also perform the best. The second best option is to have the entire product team collectively define done (29.4%).



Prioritizing Requirements

Nearly 60% of respondents indicated that the size/influence of a customer is a primary way their organizations prioritize requirements.

