

AGILE+ PLAYBOOK

A document to guide you as you launch
and maintain your digital product.



Agile Associates
Project Management Consultants Ltd



Introduction to the Company

Agile Associates | Project Management Consultants Ltd
is a premier consultancy firm that specializes in
transforming traditional product management
landscapes into dynamic, agile environments.

Block D, Tyrellstown Plaza
Dublin
D15 K4PY
Dublin, Ireland



Your Product Roadmap

Each checkbox represents a key task to complete for effective product management. As you work through your list, check off each item once it's completed to help you track your progress. This will ensure that you stay organized and cover all essential steps. For any tasks that require follow-up or additional actions, make a note next to the checkbox before moving to the next item.

- ☐ Align with Business Objectives
- ☐ Prioritize Customer Needs and Feedback
- ☐ Define Clear Goals and Outcomes
- ☐ Collaborate with Stakeholders
- ☐ Systems and Tools for Tasks



Your Product Checklist

To ensure a successful product launch, a product manager should perform a thorough market and competitive analysis. This involves assessing market trends, understanding customer needs, and analyzing competitors' offerings. The goal is to validate the product's unique value proposition and identify market gaps or potential positioning strategies that could give the product a competitive advantage.

- ☐ Conduct Market and Competitive Analysis
- ☐ Market Trends and Customer Insights
- ☐ Positioning and Differentiation
- ☐ Risk Assessment and Mitigation Plan
- ☐ Customer Journey Mapping

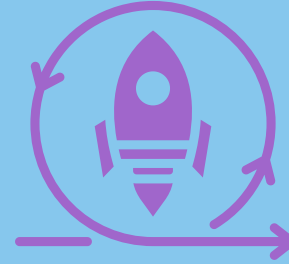


Your Product Team

Each checkbox represents a key step in forming a product team for effective product management. As you progress through the tasks, check off each item to keep track of what's completed and what remains. For any tasks requiring follow-up or further action, make a note next to the checkbox before moving on to the next item. This approach will ensure all essential steps are completed thoroughly, helping to build a well-prepared and aligned product team.

- ☐ Define Product Vision and Goals
- ☐ Identify Core Roles and Responsibilities
- ☐ Establish a Communication Plan
- ☐ Align on Key Metrics and Success Criteria
- ☐ Create an Initial Product Roadmap





Agile Associates

Project Management Consultants Ltd

Block D, Tyrellstown Plaza

Dublin

D15 K4PY

Dublin, Ireland



Questions or For Further Information:

+44 7888 876130