

# Product audit

A mediocre idea that's beautifully executed will outperform a great idea that's poorly designed.

- Malcolm Gladwell (Author)

## Product evolution is only natural

Our product audit approach is vital for uncovering insights and refining strategies. By thoroughly evaluating performance and user experience, we pinpoint areas for improvement, leading to more effective product adjustments and enhanced market success.



## Key activities

### 1 Diagnostic and research

- Product performance Analysis:** Use data analytics tools (Tableau, Power BI) to assess product performance, identifying strengths and weaknesses.
- Market positioning review:** Conduct competitive analysis and market benchmarking (Gartner, Forrester) to evaluate product positioning.
- Customer feedback analysis:** Gather customer feedback through surveys and interviews (SurveyMonkey, Qualtrics) to understand user satisfaction and pain points.

- Detailed product performance reports
- Market positioning insights
- Comprehensive customer feedback analysis

### 2 Evaluation and strategy

- SWOT analysis:** Identify strategic opportunities and threats through SWOT analysis.
- Value proposition assessment:** Evaluate the product's value proposition using strategic frameworks (BCG Matrix).
- Roadmap development:** Create a strategic roadmap for product improvement using tools like product plan.

- SWOT analysis report
- Value proposition assessment
- Strategic product roadmap

### 3 Implementation and Optimization

- Product enhancement initiatives:** Implement product improvements using agile methodologies (Jira, Trello).
- Feature prioritization:** Prioritize features based on customer feedback and market demands using frameworks (MoSCoW).
- Technology integration:** Enhance product functionality with advanced technologies (AWS, Azure).

- Product enhancements
- Enhanced product performance

### 4 Measurement and Continuous Improvement

- Performance monitoring:** Track product performance with real-time analytics (Google Analytics, Mixpanel).
- User feedback loops:** Establish ongoing feedback mechanisms for iterative improvement (Typeform, UserTesting).
- A/B testing and optimization:** Optimize features and user experience through A/B testing (Optimizely, Google Optimize).

- Performance dashboards
- Continuous feedback mechanisms

### 5 Sustaining and scaling

- Performance monitoring:** Track product performance with real-time analytics (Google Analytics, Mixpanel).
- Product governance:** Establish governance frameworks for sustained focus using steering committees.
- Maturity assessment:** Evaluate product development maturity using benchmarking tools.
- Scalability planning:** Develop strategies to scale improvements across markets using implementation roadmaps.
- A/B testing and optimization:** Optimize features and user experience through A/B testing (Optimizely, Google Optimize).

- Product governance framework
- Maturity assessment reports
- Scalable product strategies

## Ready to move forward with clarity?

Whether you need strategic direction, actionable insights, or market execution, our team is here to support your journey from vision to measurable result.

[Book a consultation](#)

