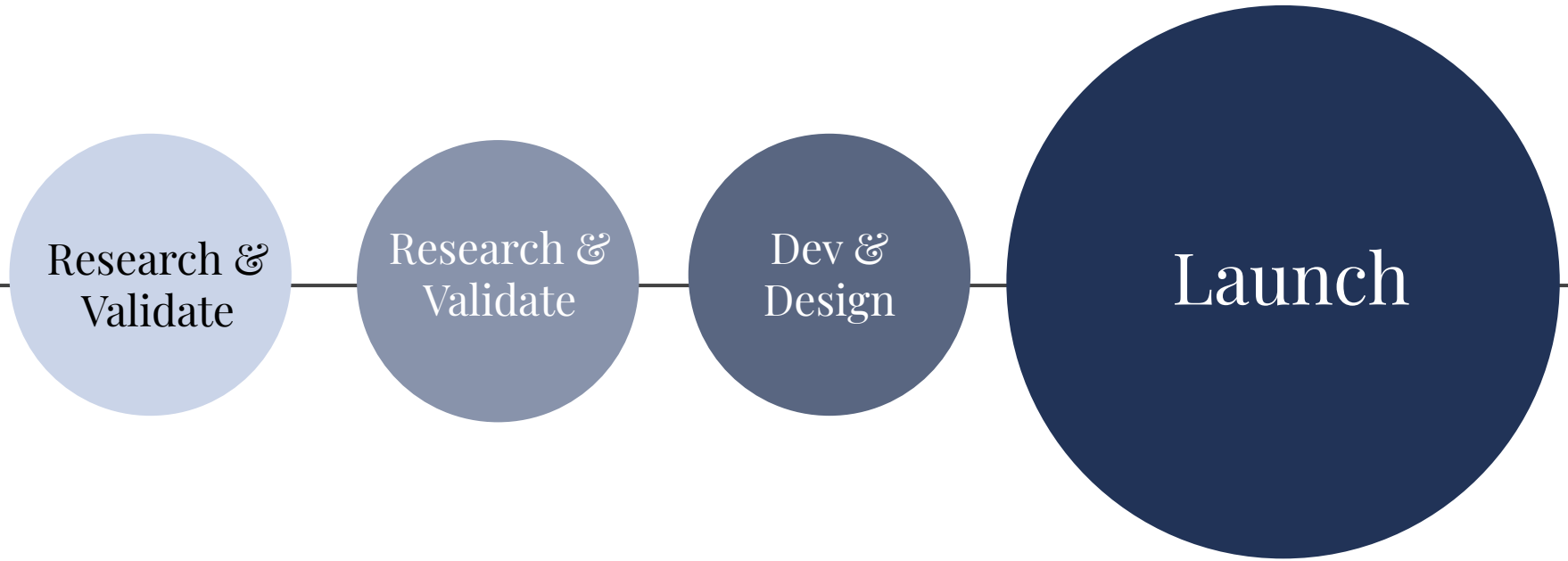


Product Management Process



Frameworks

Multiple Approaches (leverage it during the release process to identify unknowns, capture gotchas, fail fast, and build on success.)

1. **Dogfooding:** Internal release to internal or focus group customers for early bug detection and user experience evaluation.
2. **Staggered Release:** Phased rollout to customers, with ongoing measurement of KPIs and feature impact.
3. **Facilitate Adoption:** Bulk communication through bannerizing, socialize in multiple public platforms and forums, or testimonials.
4. **Retrospect:** Systematically review each phase of the release process to capture learnings, identify areas for improvement, and refine future strategies.

Outcome: Mitigate legal, customer dissatisfaction, or revenue risks, ensures swift problem-solving, and facilitates smooth customer adoption of new product experiences

Tools

servicenow

