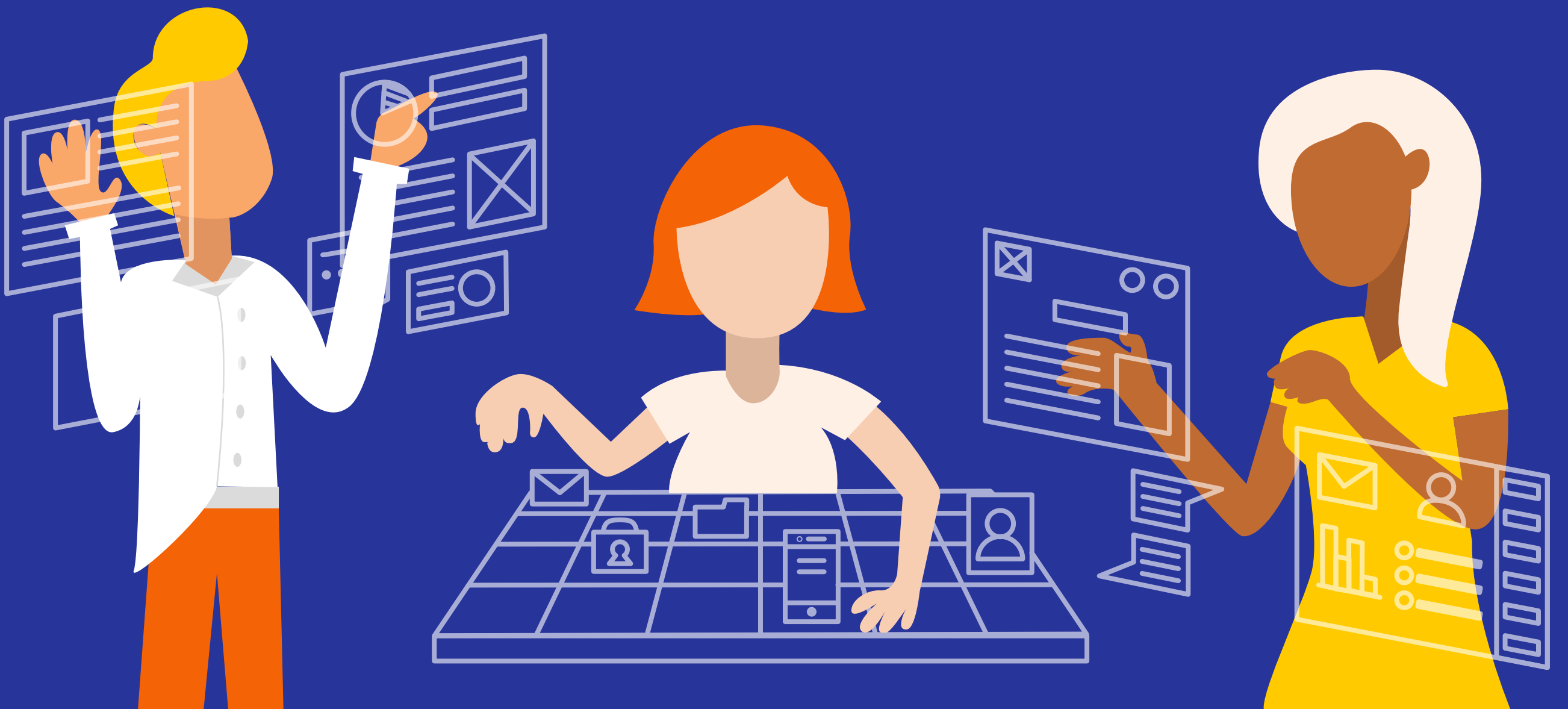




# 2018 PRODUCT MANAGEMENT

*insights*



# Introduction

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Product management has blossomed into one of the hottest roles in business. There are more conferences, resources, and tools than ever to support the discipline's emergence.

This is our fourth annual insights report. Back in 2015, our first annual report painted a picture of an ill-defined role not yet embraced across industries and company sizes. Much has changed since then. While this report benchmarks against prior reports, we've also expanded on our research to include insights about networking opportunities and the adoption of emerging technologies.

Throughout the report, you will find additional commentary based on deep industry knowledge informed by our industry-leading channels, such as [This is Product Management](#), [Product Management Insider](#), and [Product Management Year in Review](#).



# Survey Methodology

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The 2018 Product Management Insights survey was conducted by Alpha between November 2017 and January 2018.

The objective of this annual survey is to ‘take the pulse’ of the industry and provide a holistic perspective of evolving product management and development practices. We collected data from more than 150 digital product managers.



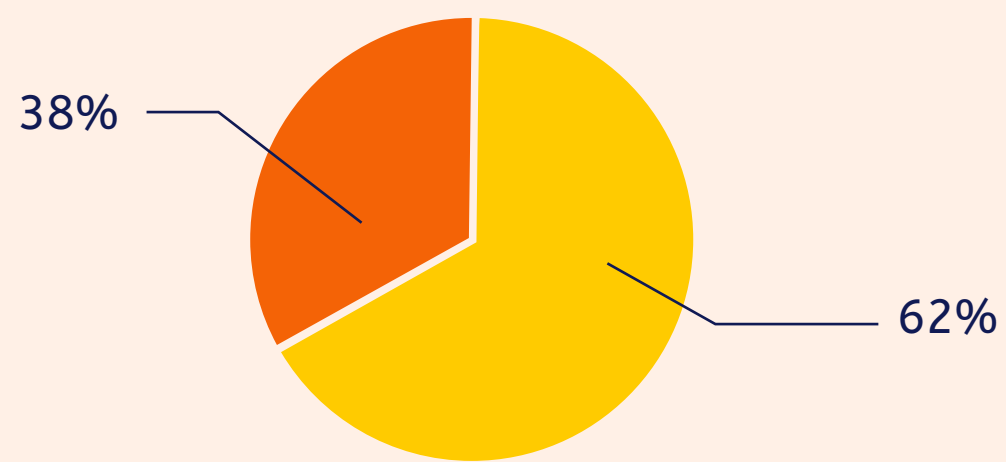
# Section 1 - About Our Respondents

Every year, we look at the makeup of the modern day product manager.

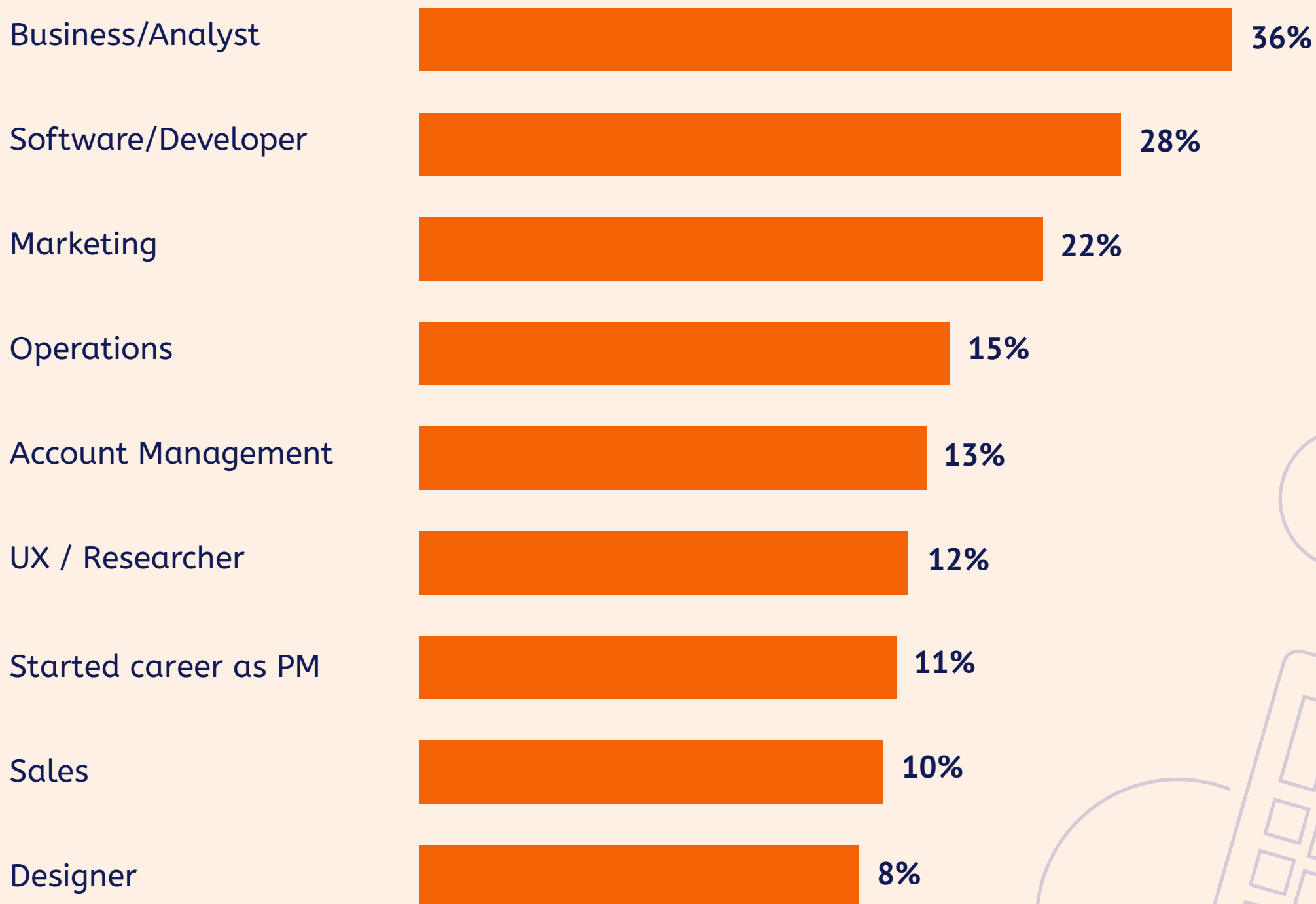
So that you have context for the rest of the report, here's a breakdown of the people who took our survey.

## COMPANY SIZE

- < 500 employees ●
- > 500 employees ●

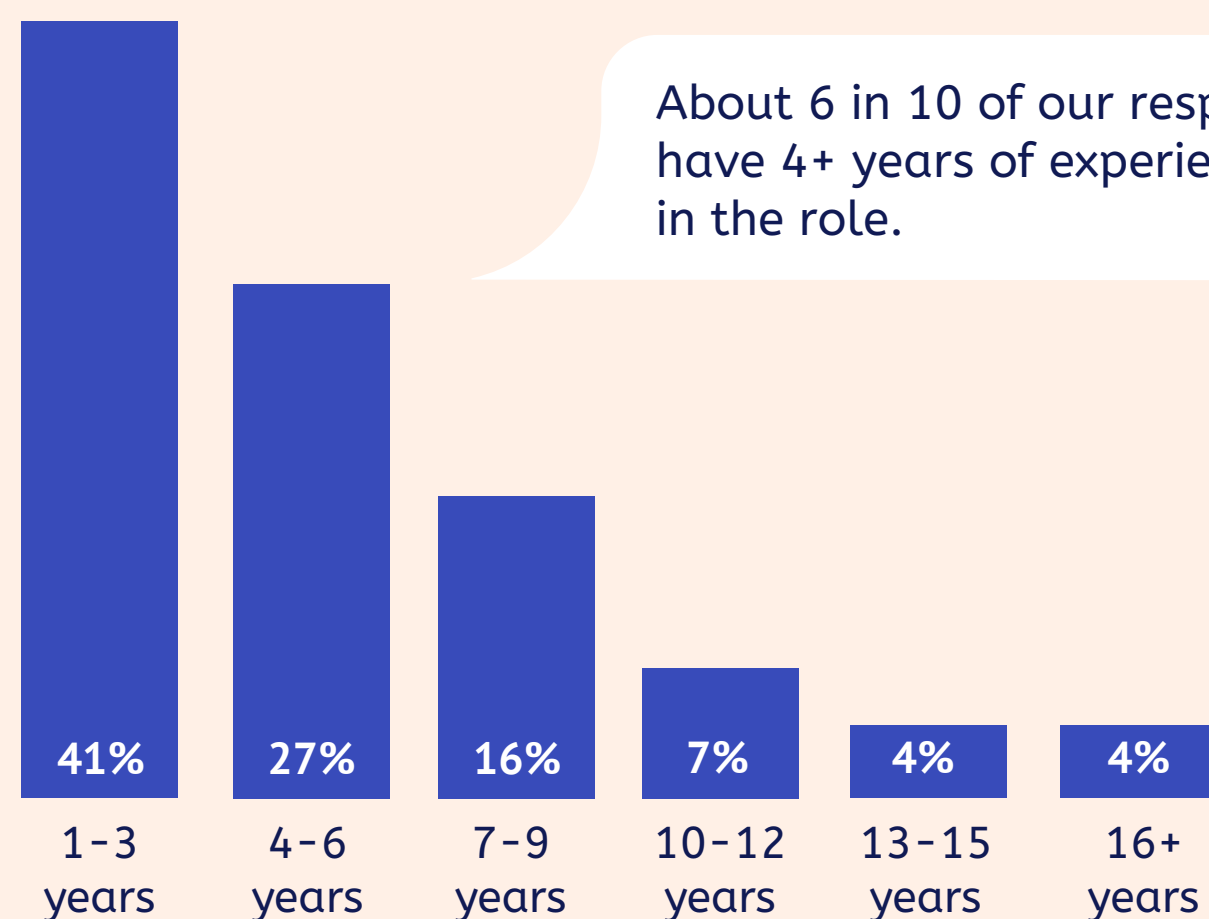


## ROLE(S) HELD PRIOR TO BECOMING A PRODUCT MANAGER



Last year, we demonstrated how more product managers come from a business background than from a tech background. That disparity increased this year.

## DIGITAL PRODUCT MANAGEMENT EXPERIENCE

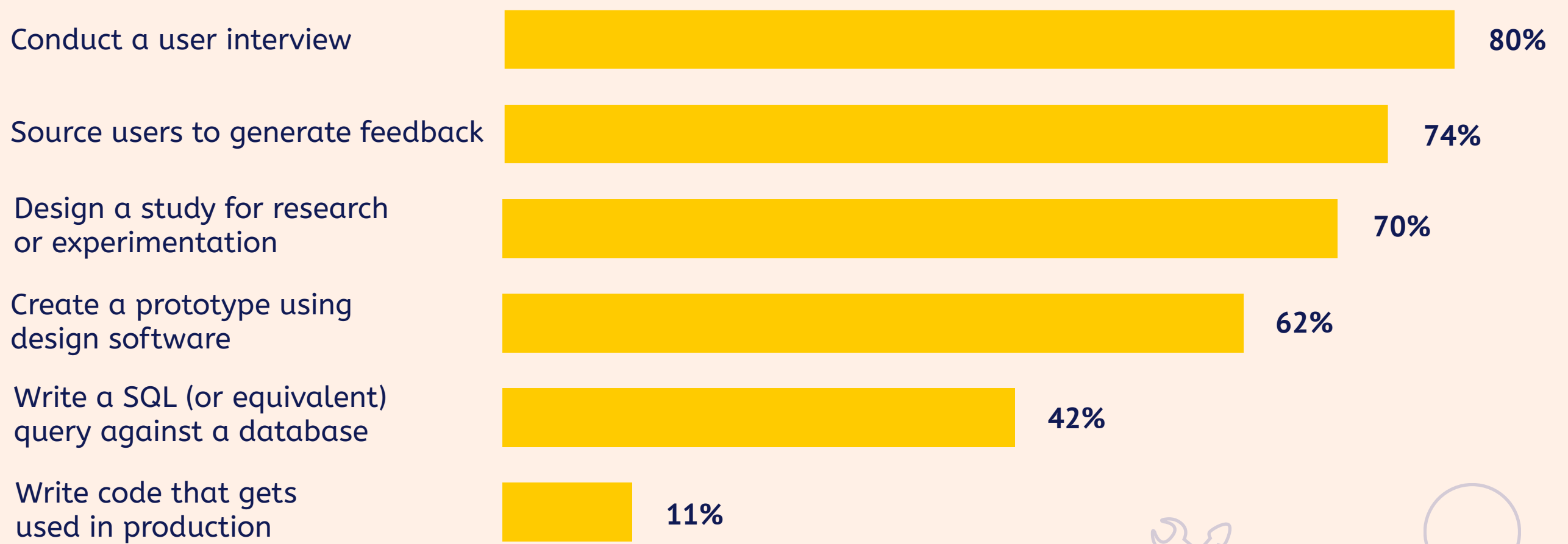


About 6 in 10 of our respondents have 4+ years of experience in the role.

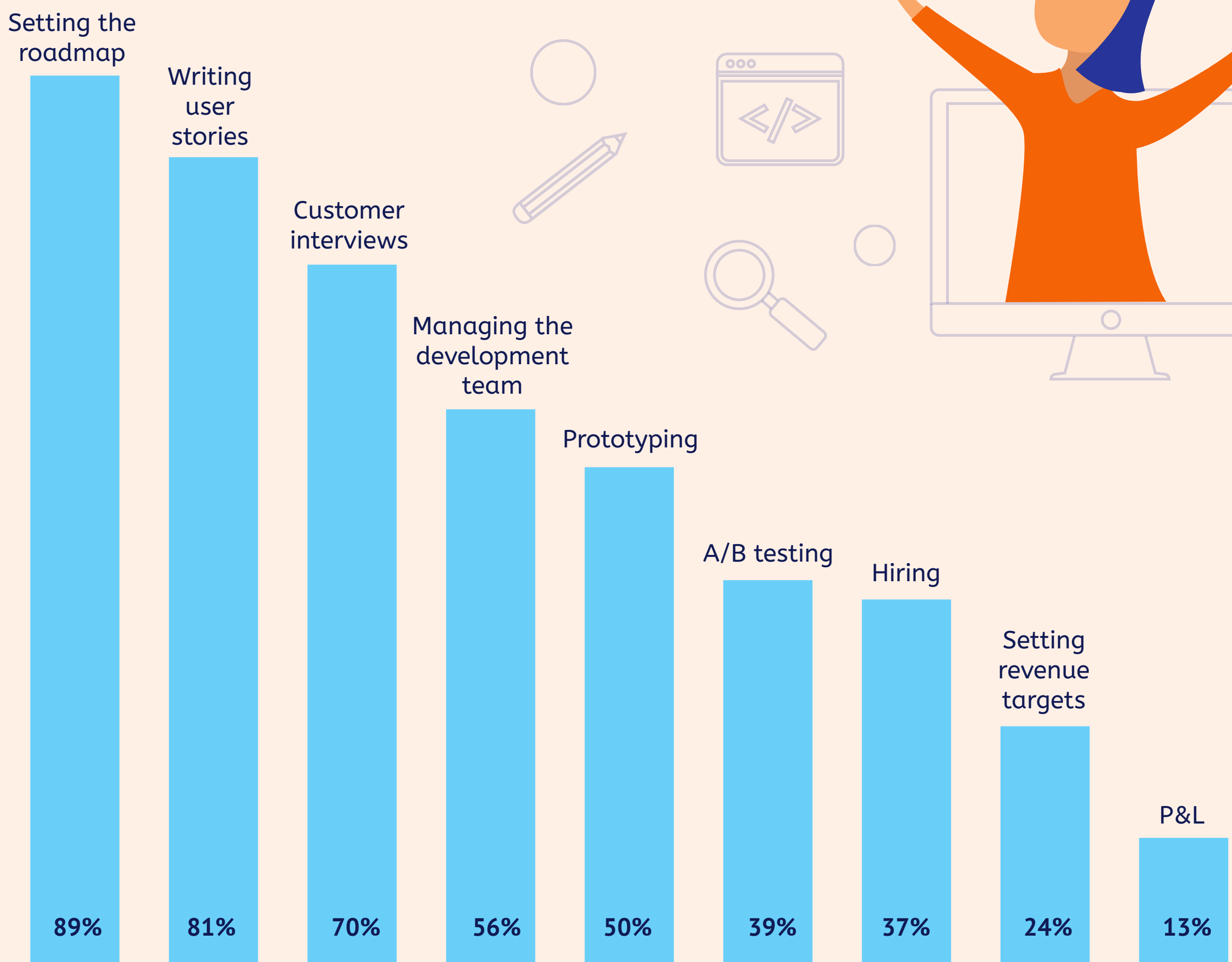
## Section 2 - Activities & Responsibilities

The day to day role of a product manager has evolved considerably over the last few years. It has gone from being a highly tactical, project-based role to a more strategic, product delivery role.

### INDEPENDENTLY PERFORM FOLLOWING ACTIVITIES



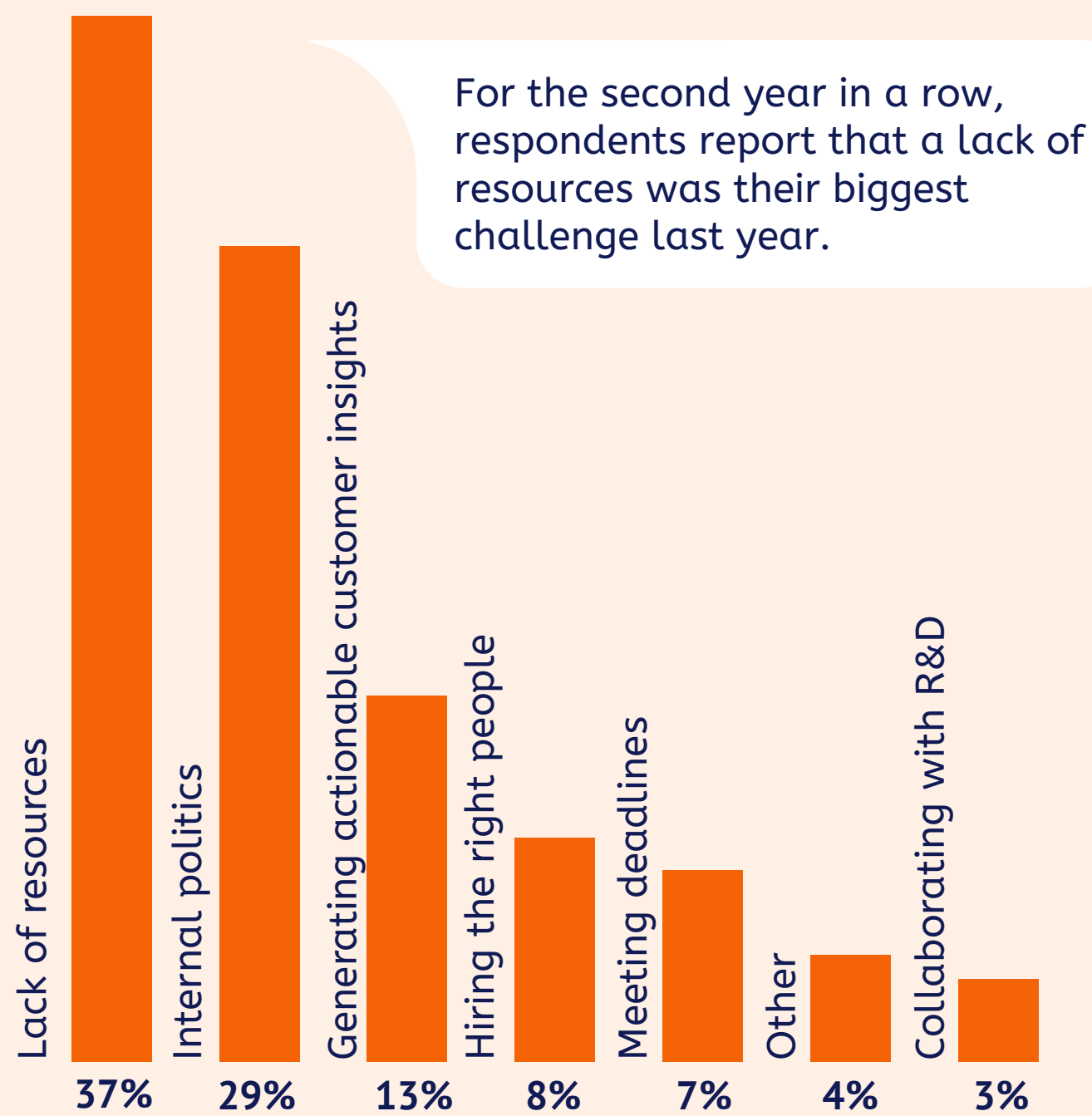
### RESPONSIBLE FOR FOLLOWING ACTIVITIES



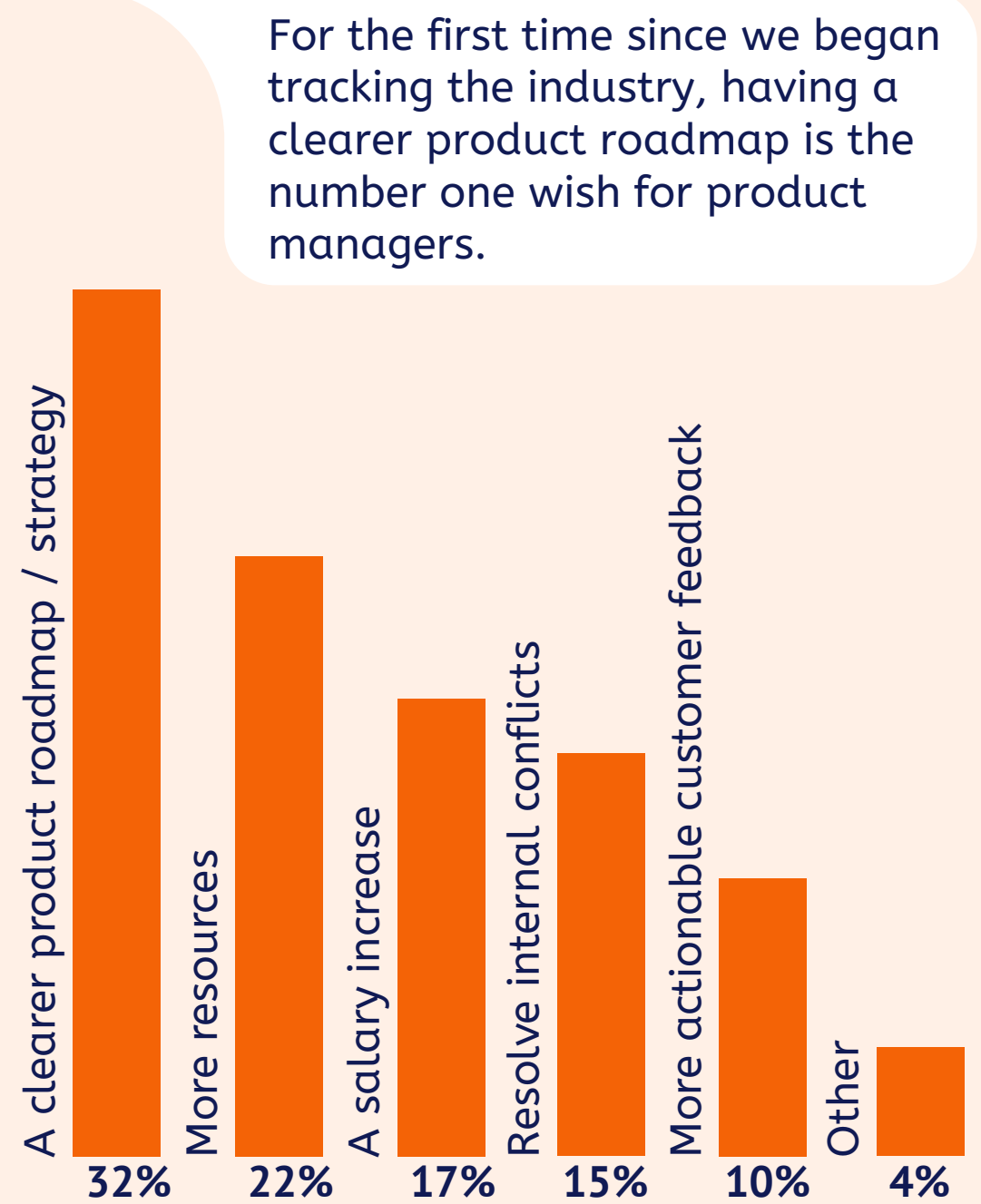
## Section 3 - Achieving Success

Prioritization is a key – and sometimes the most difficult – part of product management. That's why we asked respondents to prioritize their biggest wish and tell us about their biggest challenge.

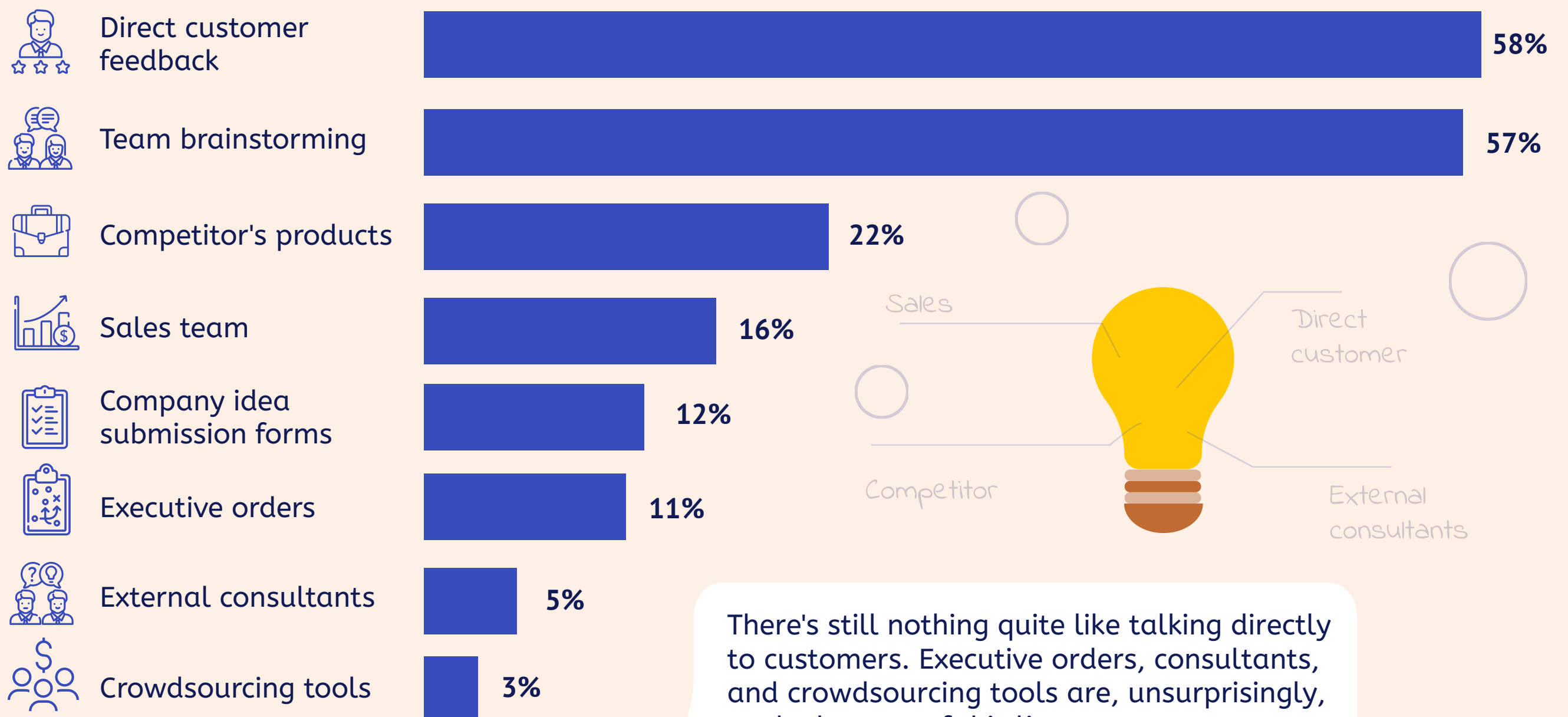
### BIGGEST CHALLENGE IN PAST YEAR



### BIGGEST WISH IN COMING YEAR



### SOURCE OF BEST PRODUCT AND FEATURE IDEAS IN PAST YEAR





## Section 4 - Time Allocation

We asked respondents the same series of questions as last year to better understand where their time is most valued and efficiently allocated. For the most part, their perceptions haven't changed, which is concerning for the activities that rank too low and too high.

### LEGEND

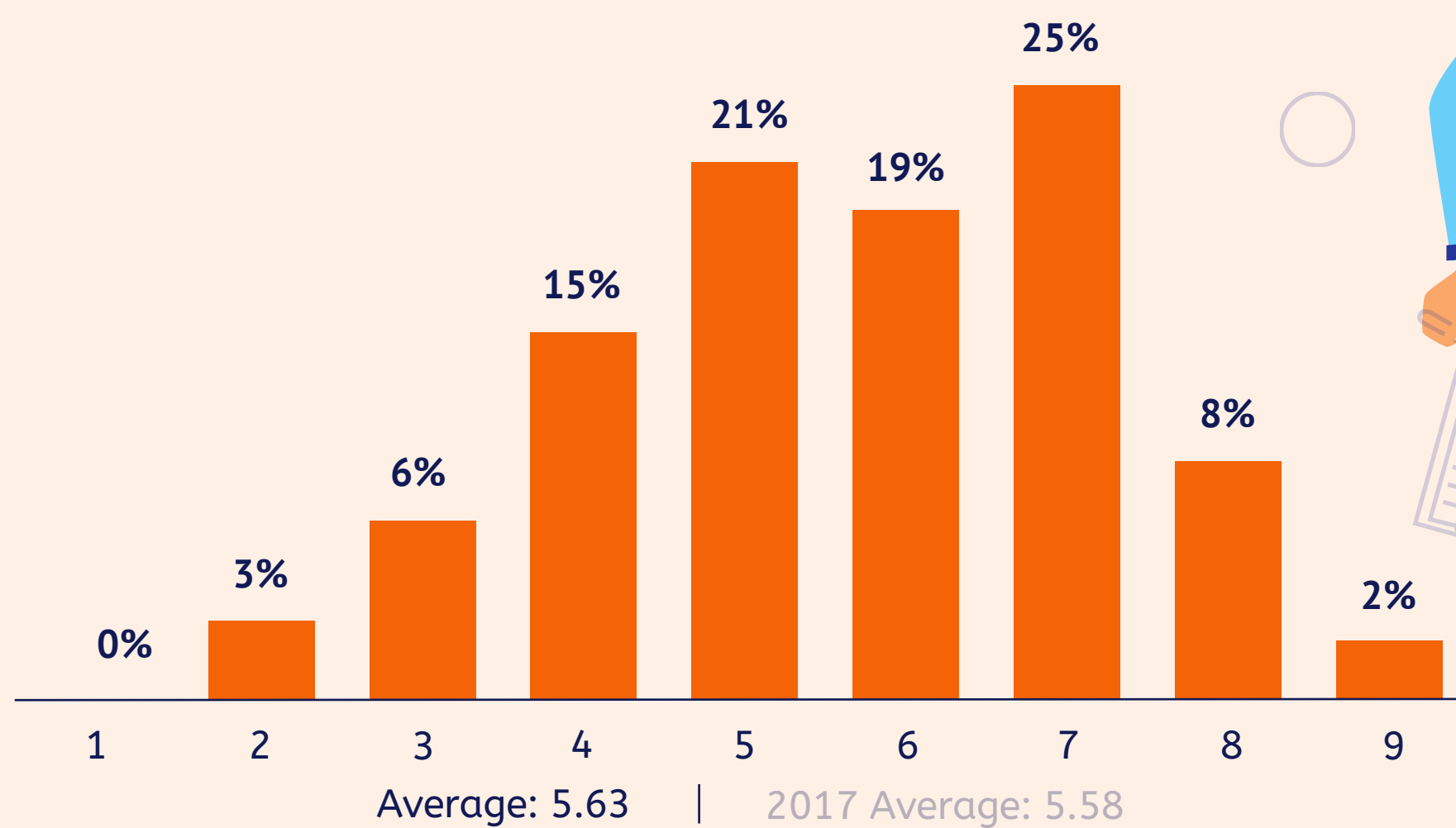
Not nearly enough time

Perfect amount of time

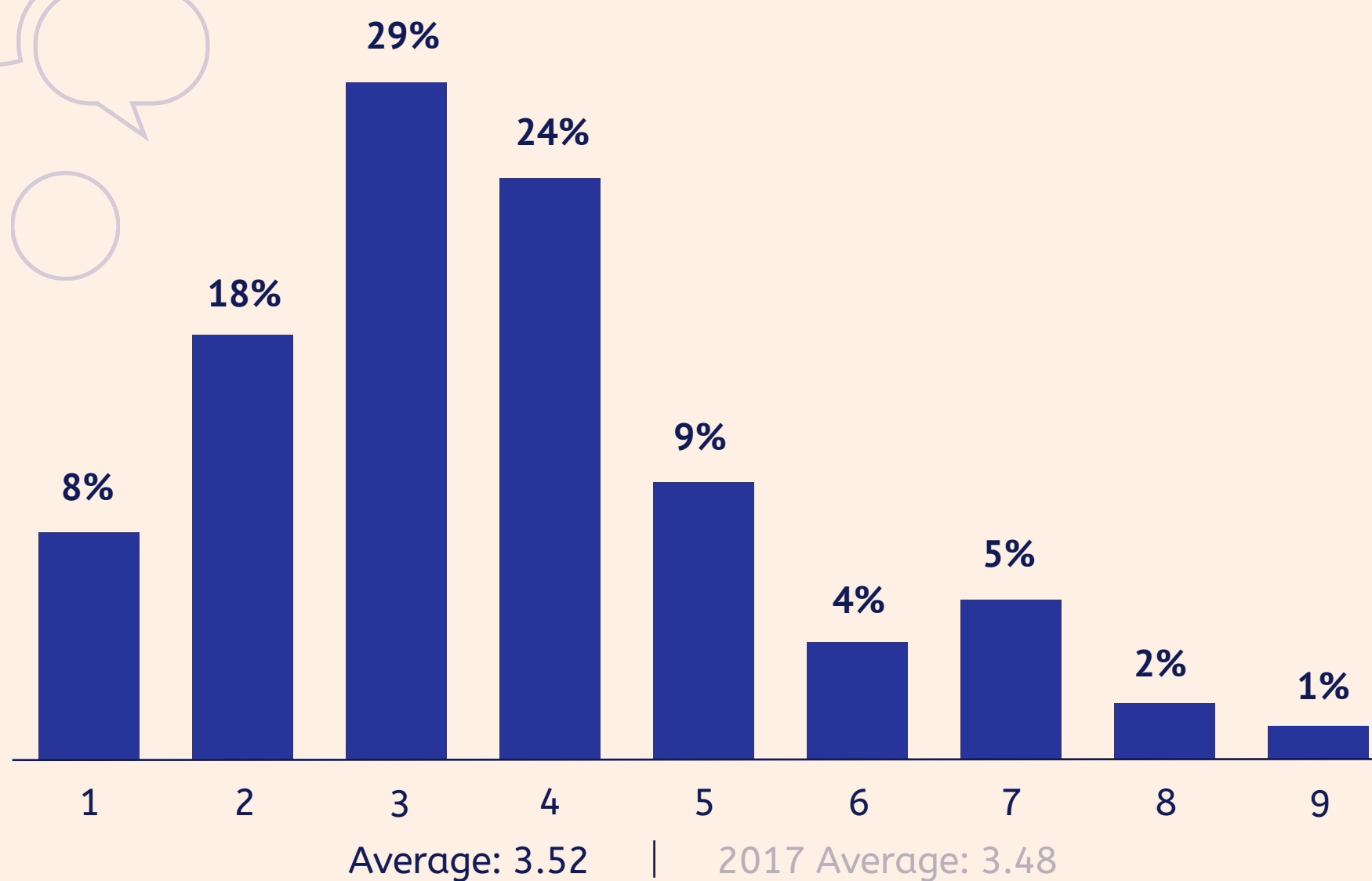
Way too much time

1 2 3 4 5 6 7 8 9

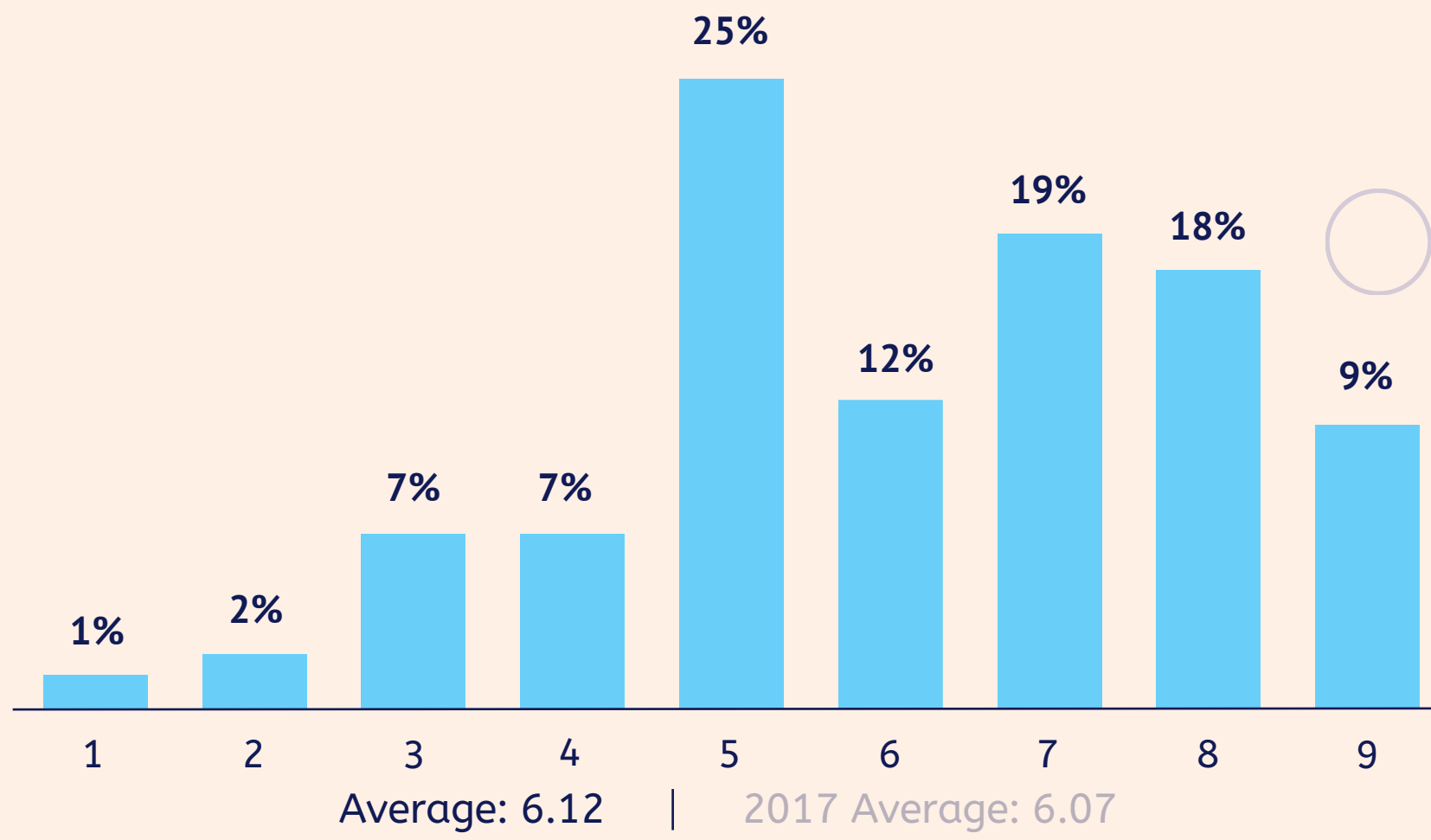
### MEETINGS WITH INTERNAL STAKEHOLDERS



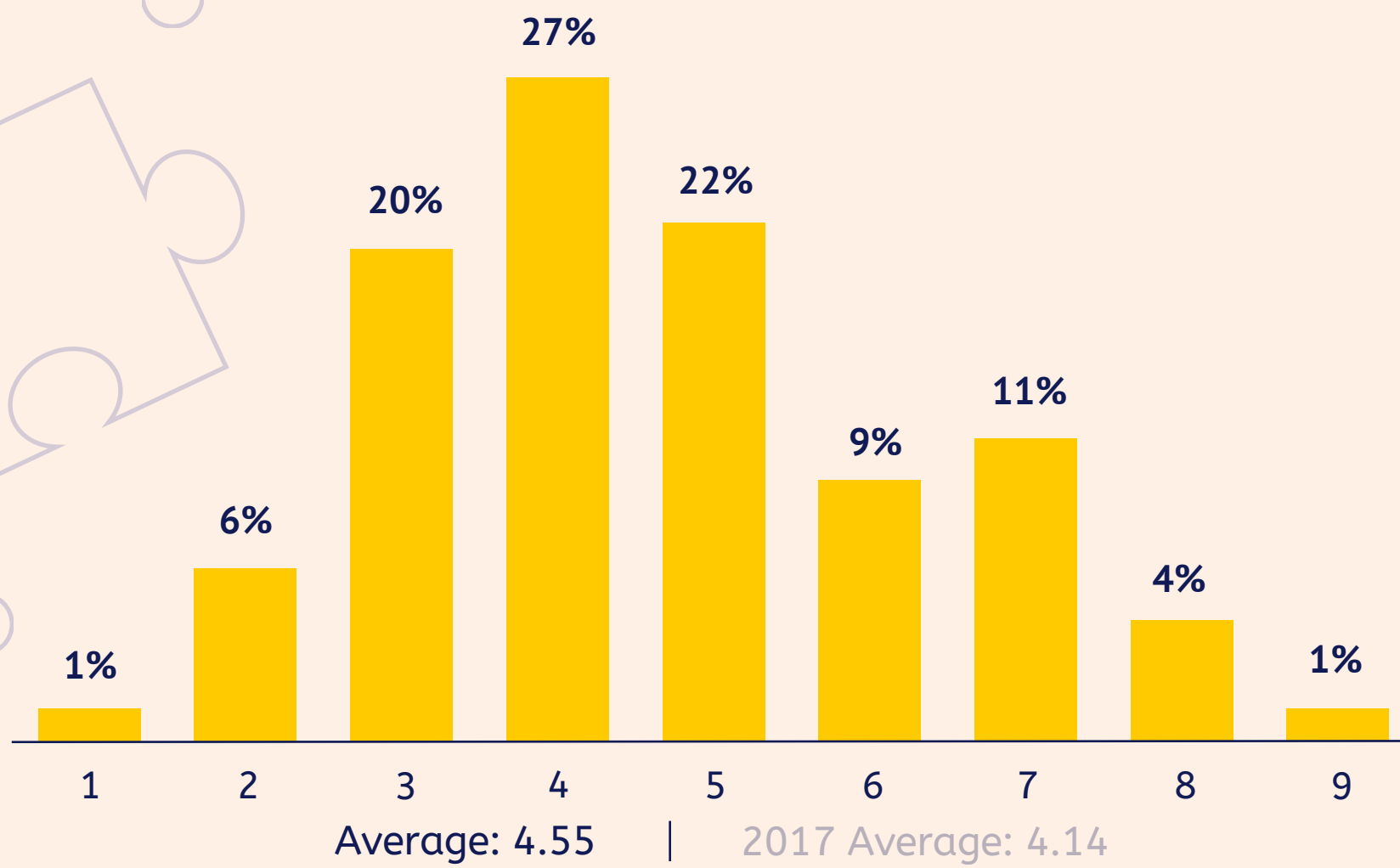
### TALKING TO CUSTOMERS



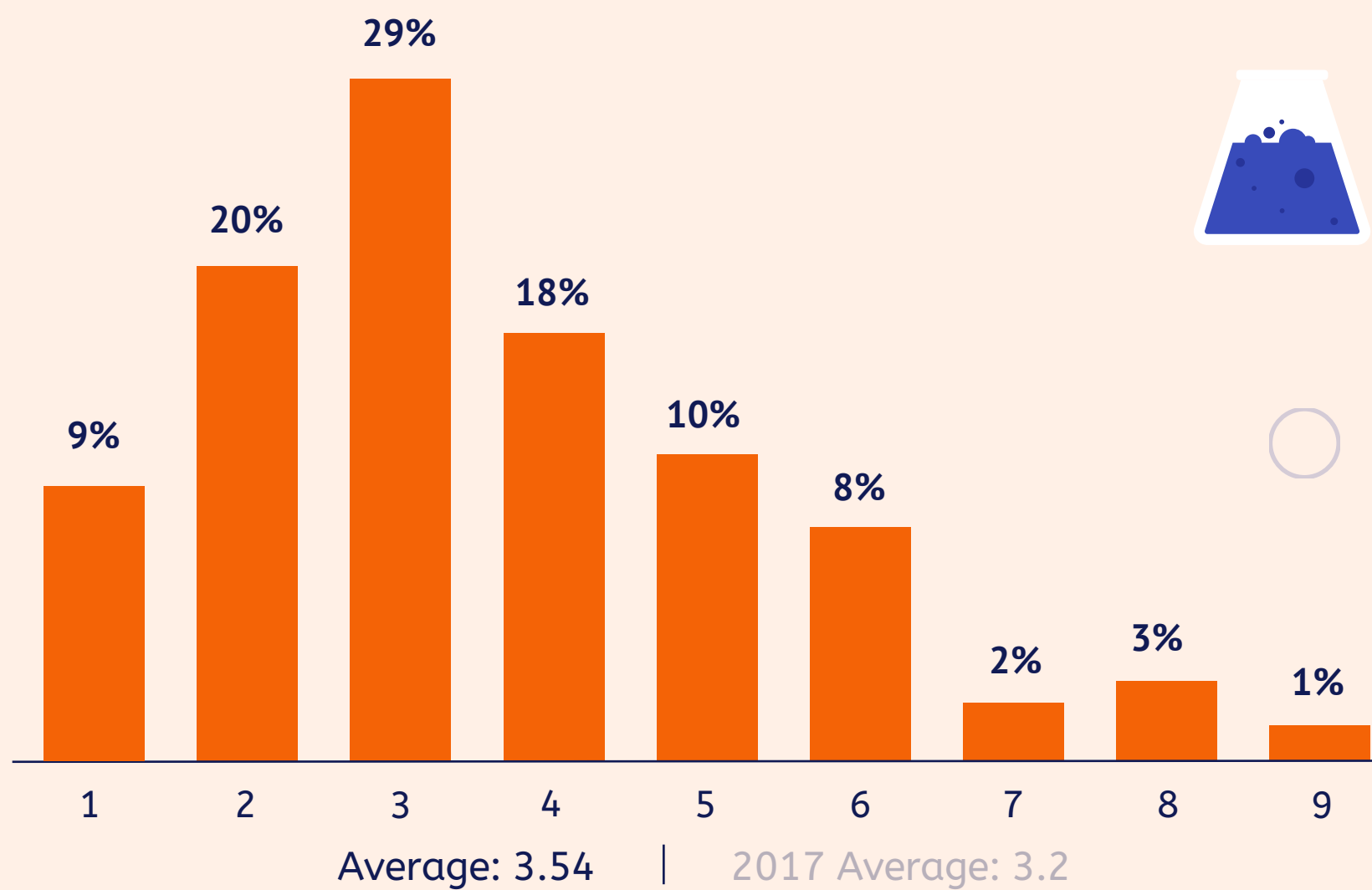
### NAVIGATING INTERNAL POLITICS



### CRAFTING OUR PRODUCT ROADMAP

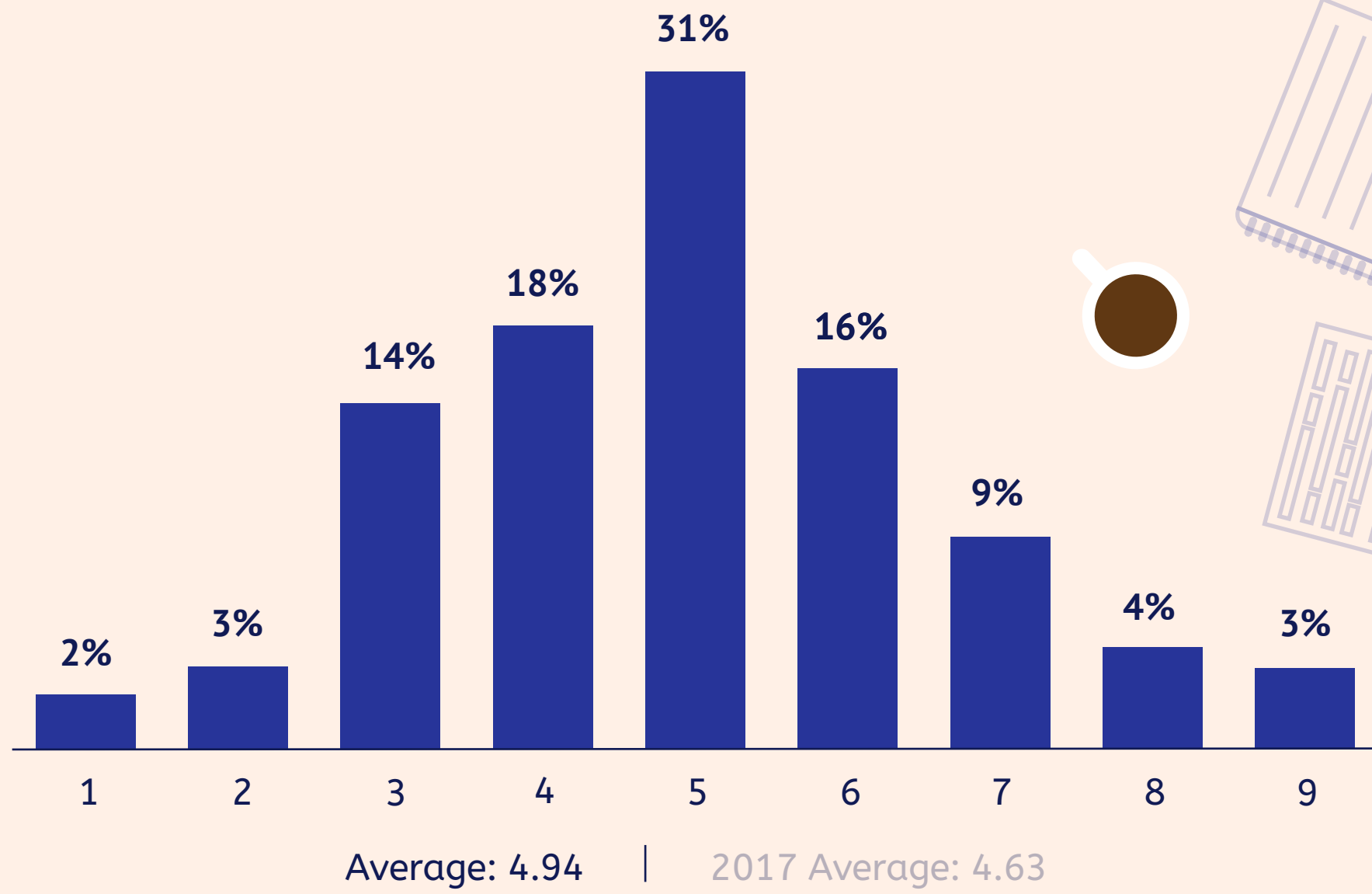


### RUNNING PRODUCT EXPERIMENTS

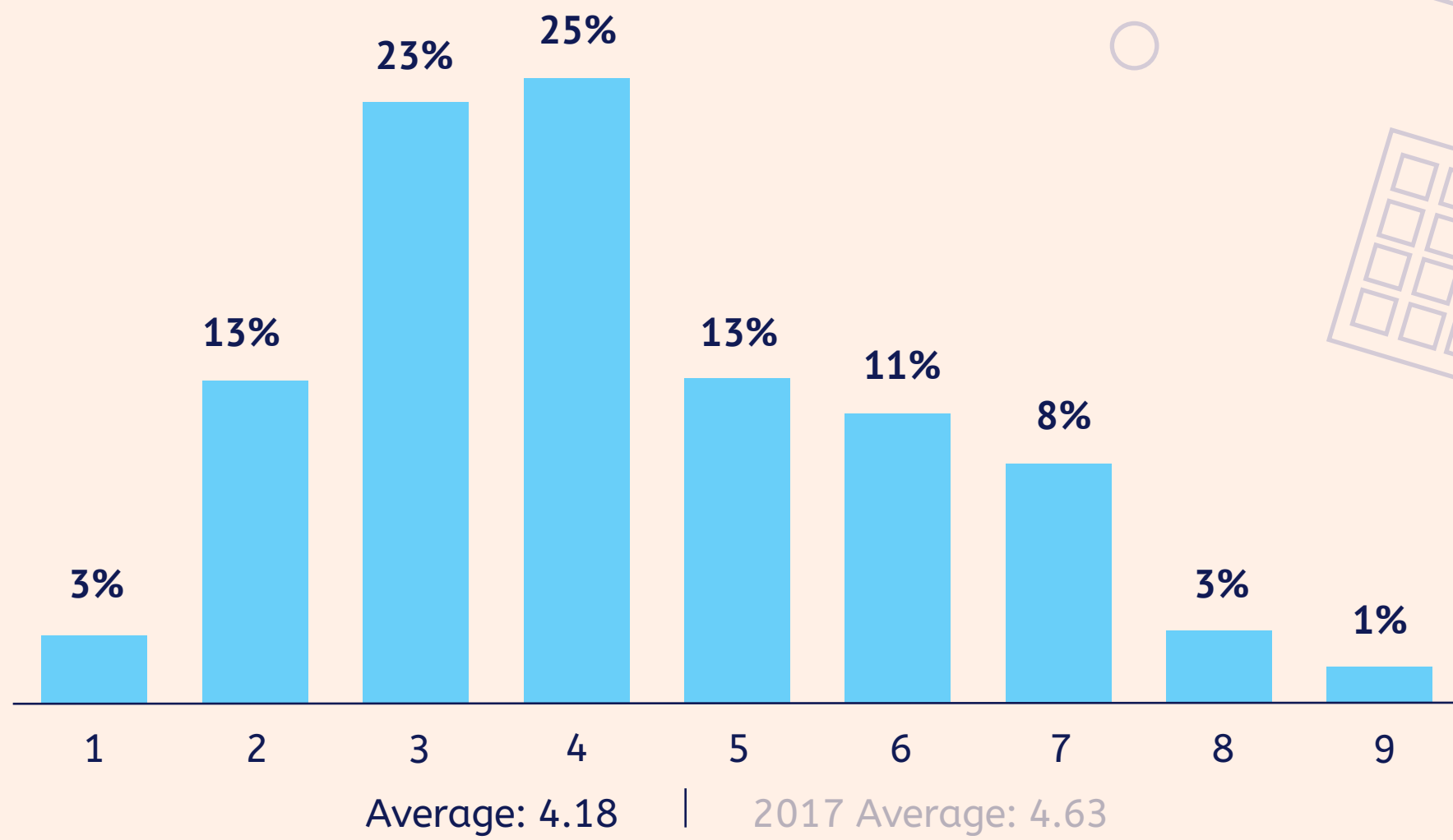




## WRITING USER STORIES



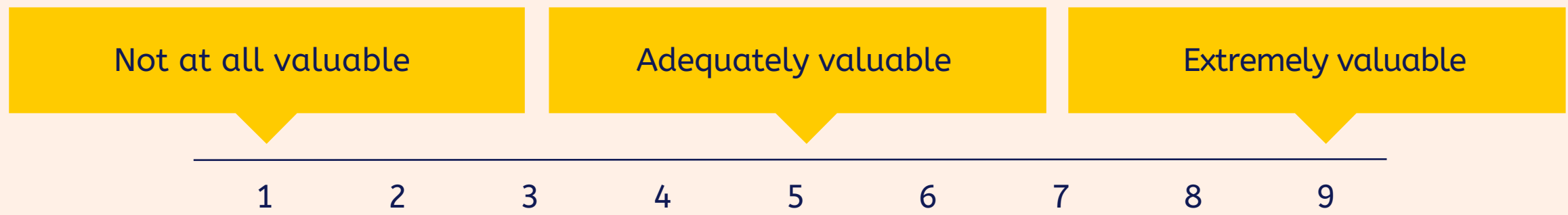
## KEEPING UP WITH BEST PRACTICES / TECHNIQUES



## Section 5 - Cross-Functional Capabilities

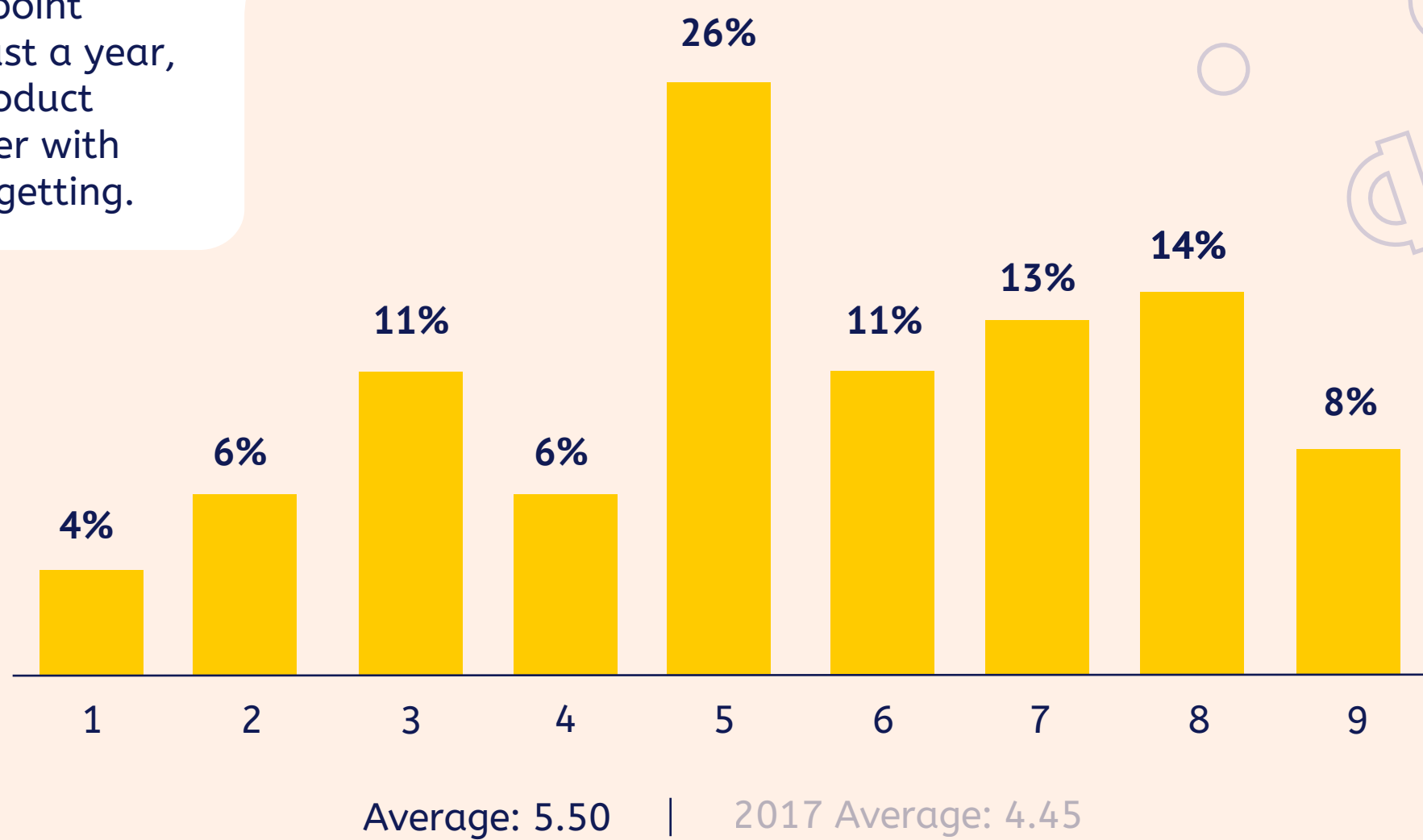
We asked respondents the same series of questions as last year to better understand their perceptions of the value produced by other teams. Unlike the prior section, perceptions changed more significantly over the past year.

### LEGEND



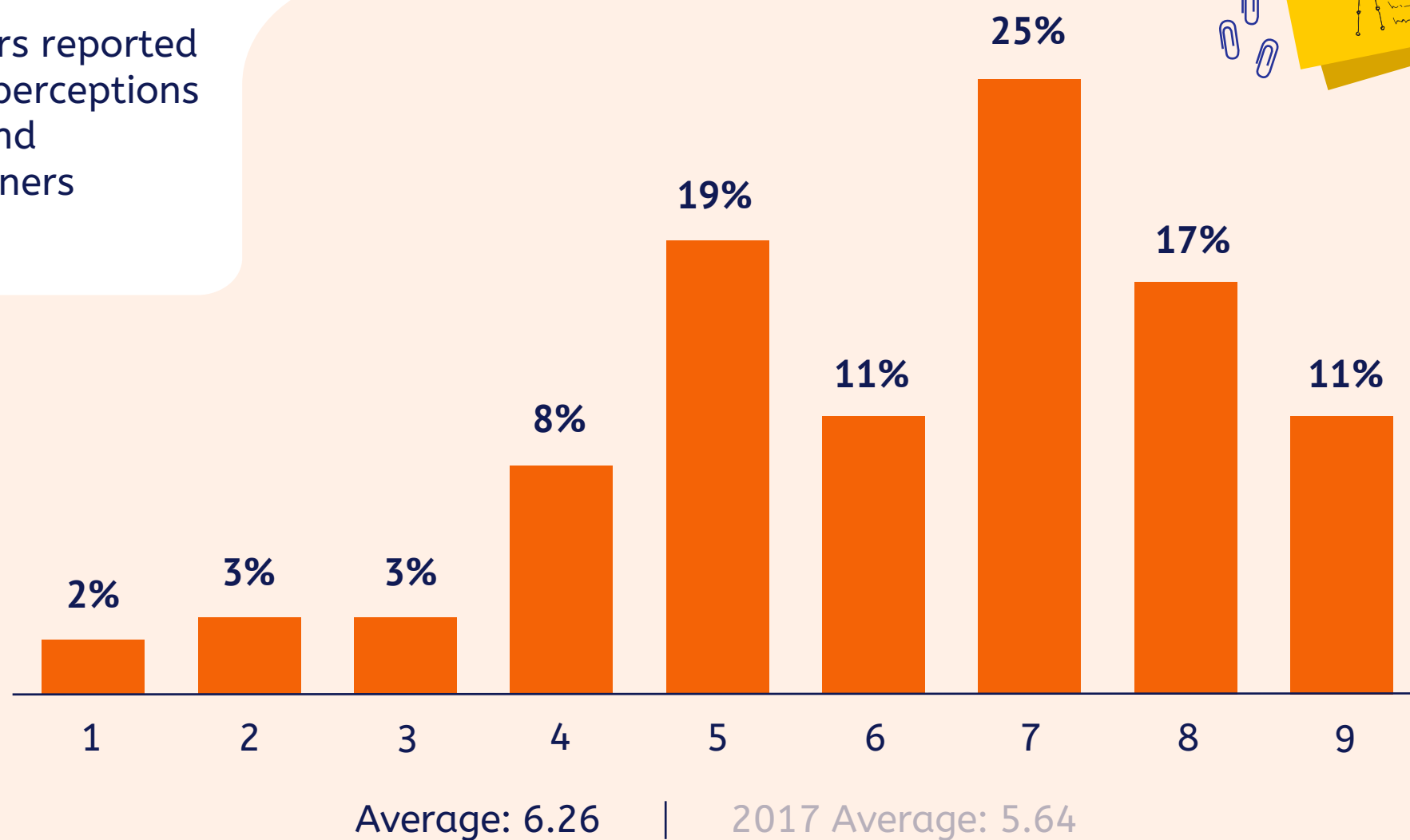
Research providers increased a full point on the scale in just a year, meaning that product teams are happier with the data they're getting.

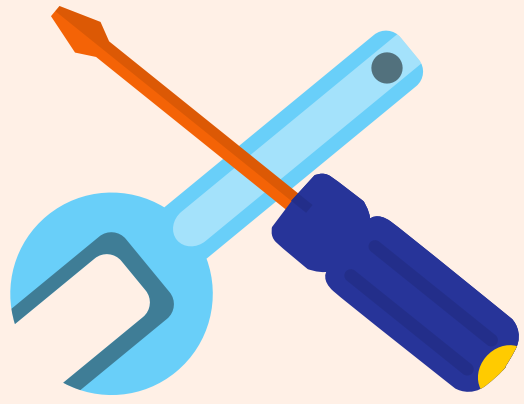
### RESEARCH TEAM / VENDOR



Product managers reported more favorable perceptions of their design and prototyping partners this year.

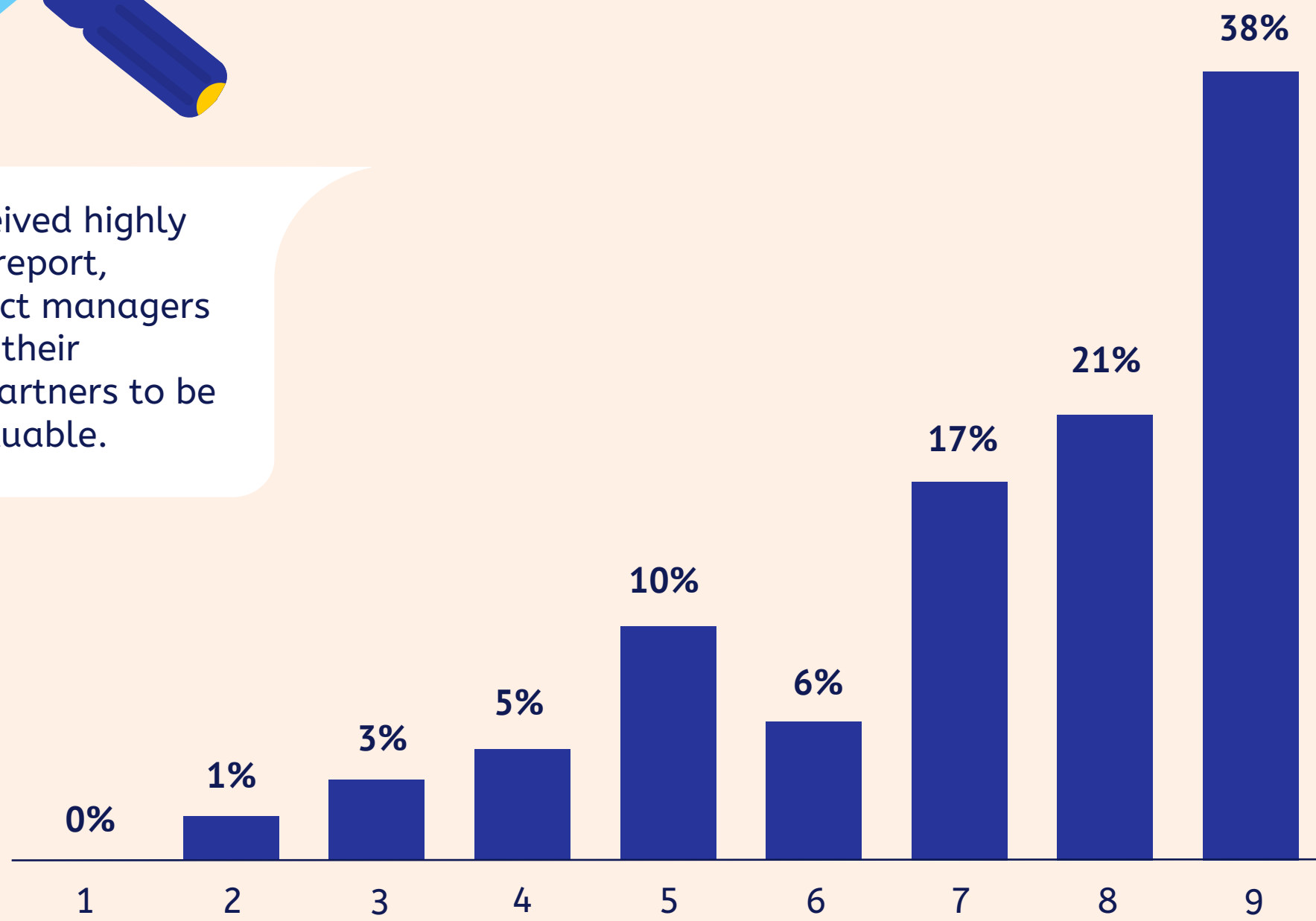
### DESIGN OR PROTOTYPING TEAM / VENDOR





## ENGINEERING TEAM / VENDOR

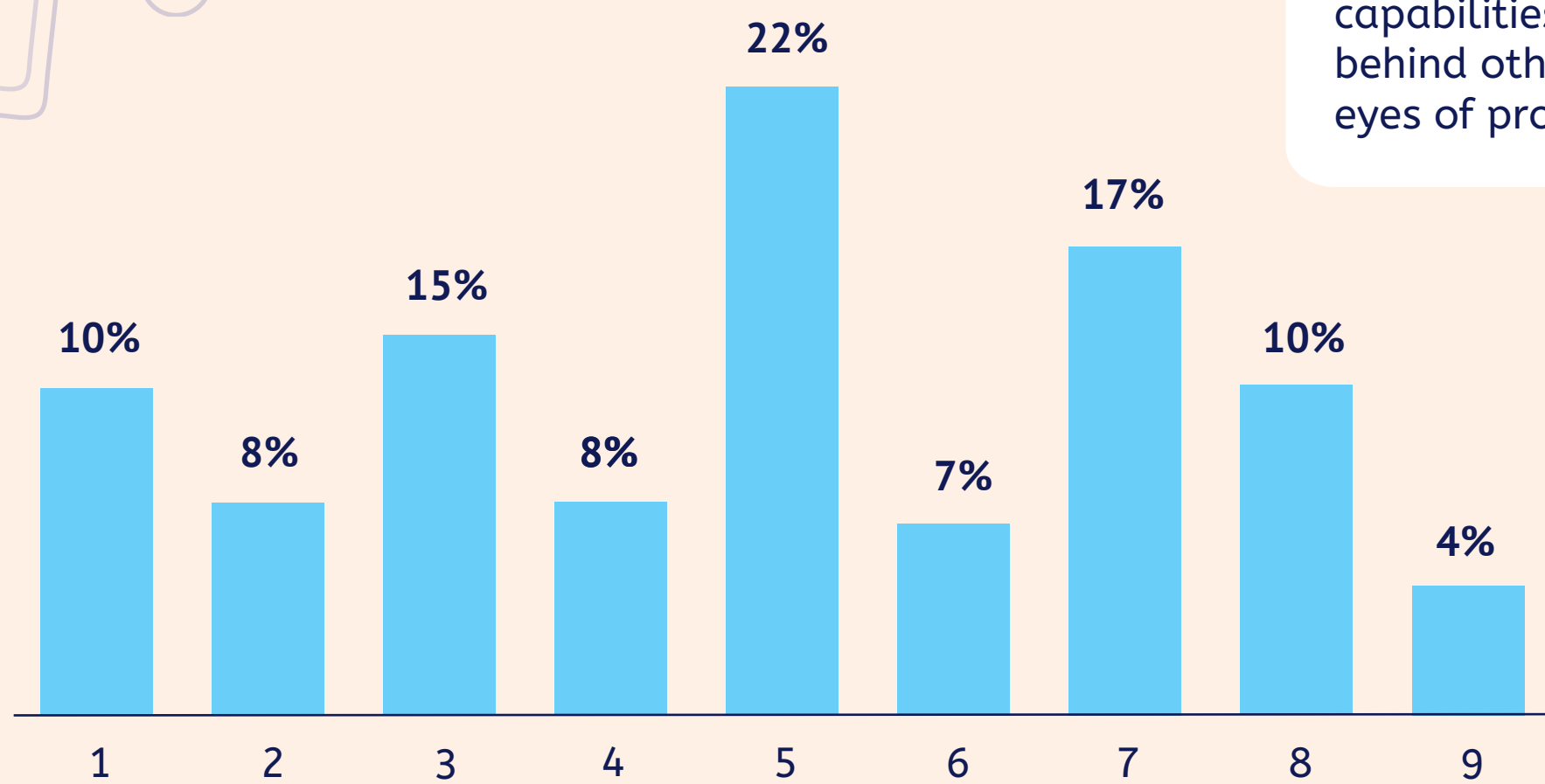
Already perceived highly in last year's report, 38% of product managers now consider their engineering partners to be extremely valuable.



Average: 7.39 | 2017 Average: 6.47

## INNOVATION DEPARTMENT / VENDOR

Although slightly improved over last year, innovation capabilities seem to lag behind other teams in the eyes of product managers.

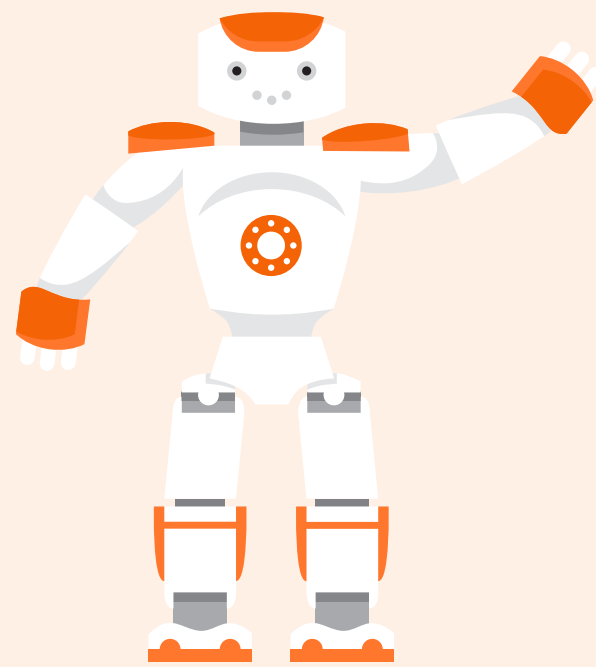
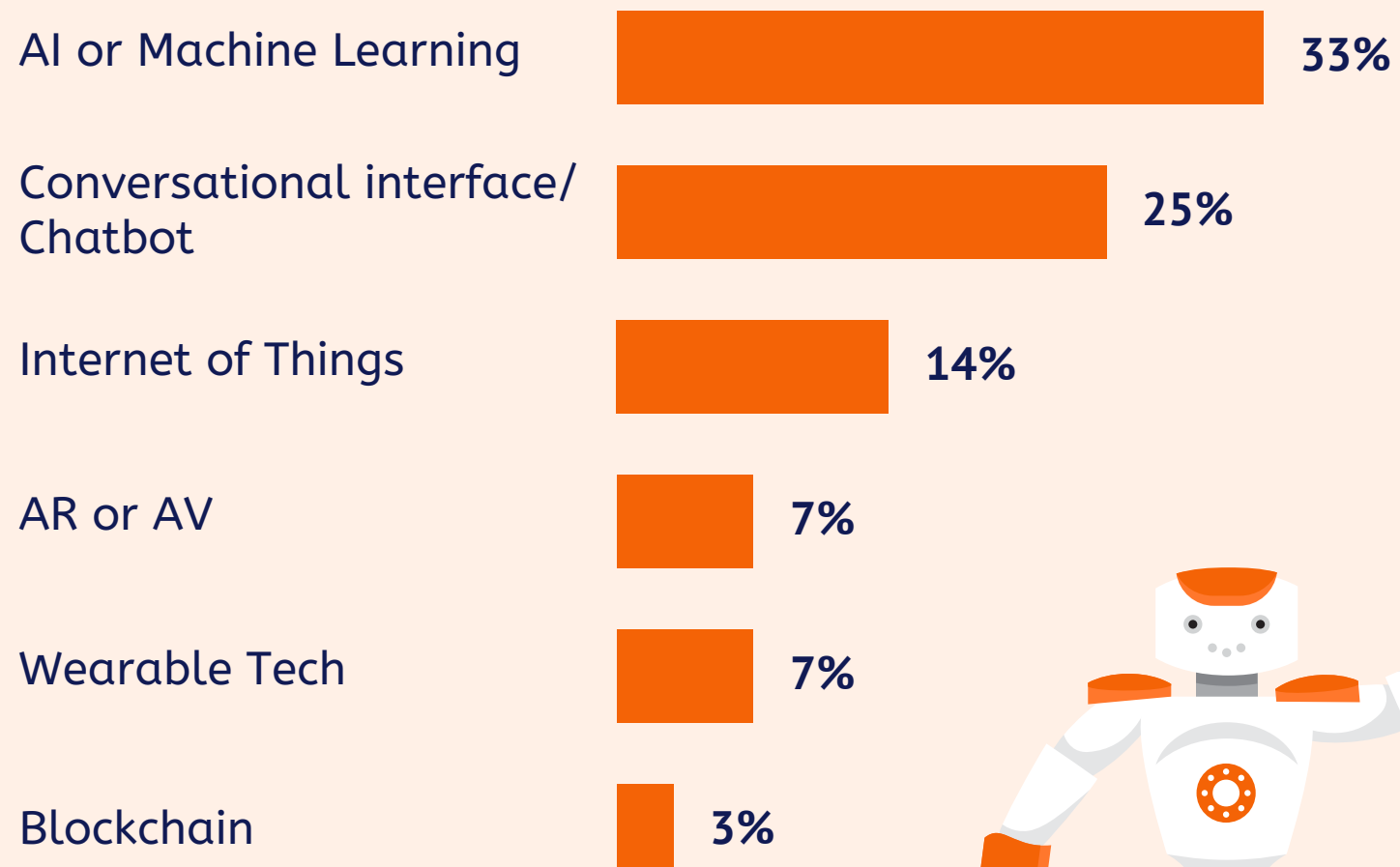


Average: 4.89 | 2017 Average: 4.67

## Section 6 - Market Adoption

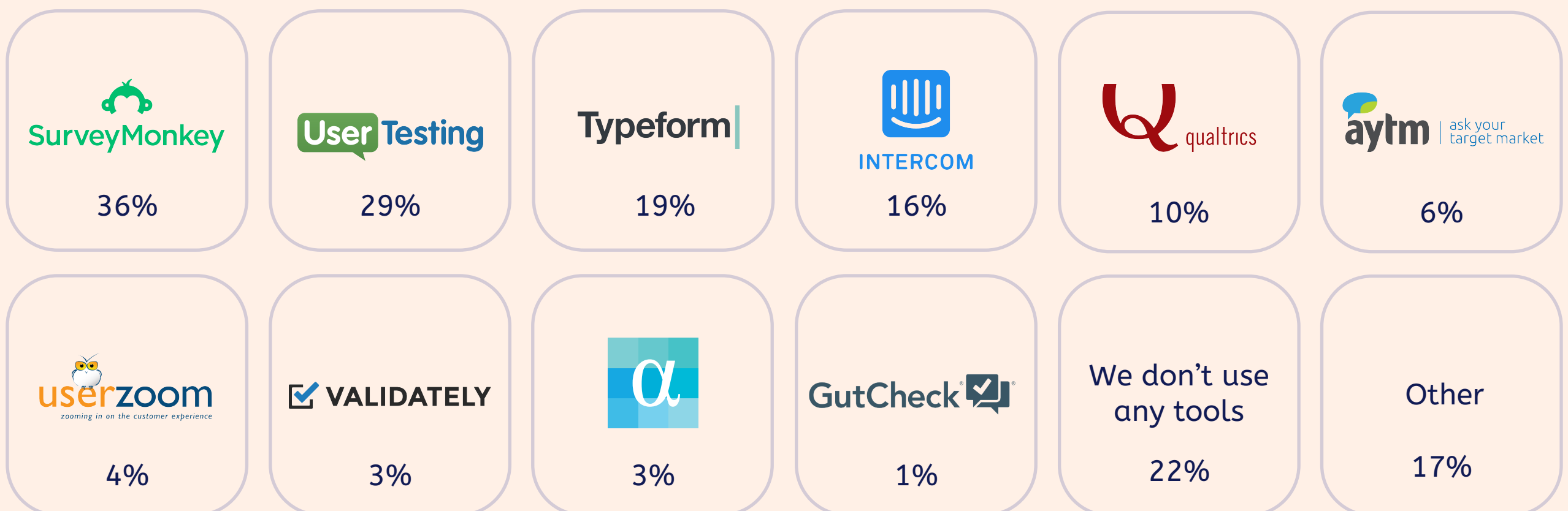
In our final section, we take a look at the tools, technologies, channels, and conferences that enable product management success. We encourage readers to learn more about each after reading the report, especially in areas they'd like to improve.

### TECHNOLOGIES INCORPORATED INTO PRODUCT

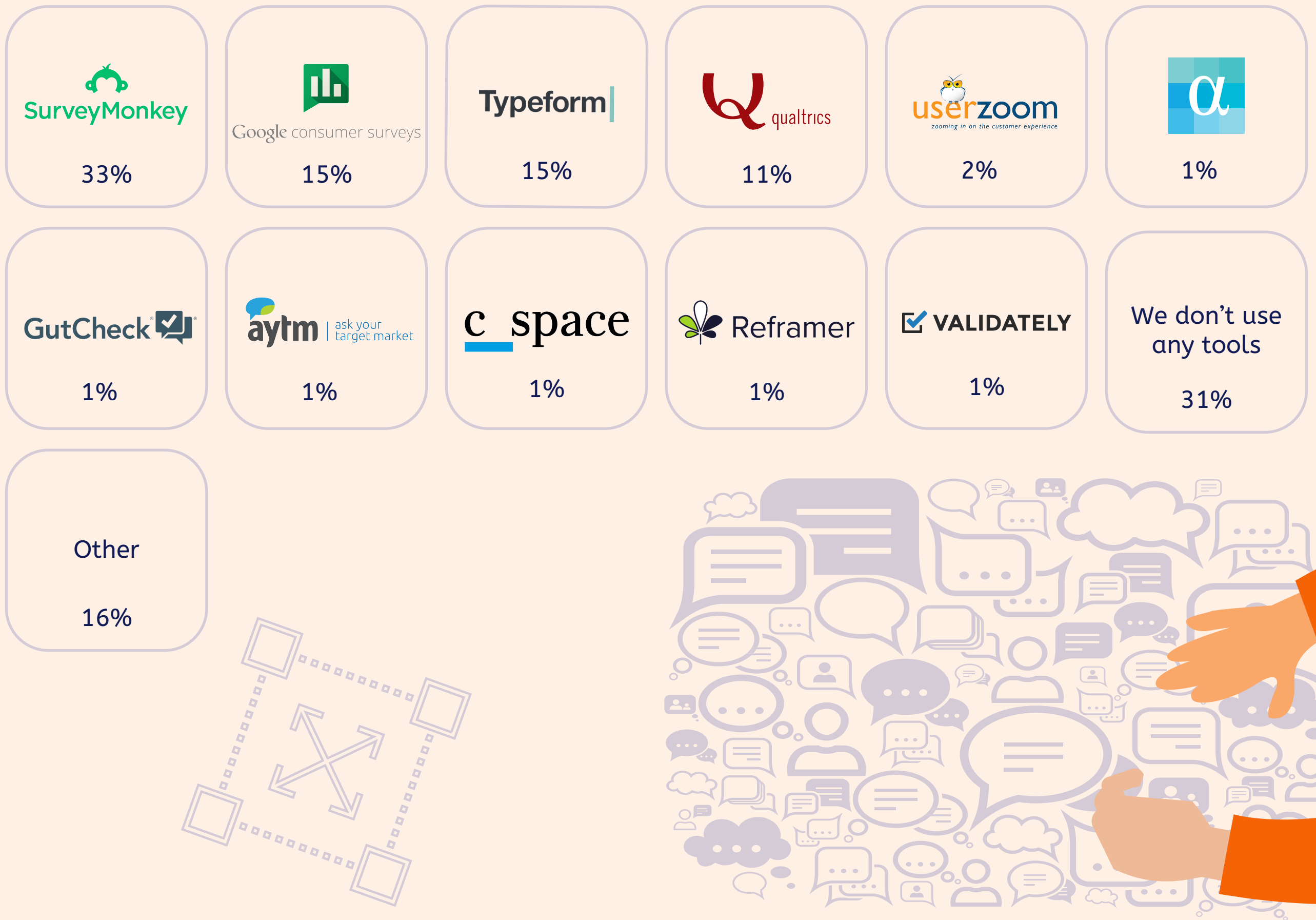


A third of respondents report having AI or Machine Learning incorporated into their products, while a quarter now offer conversational bots.

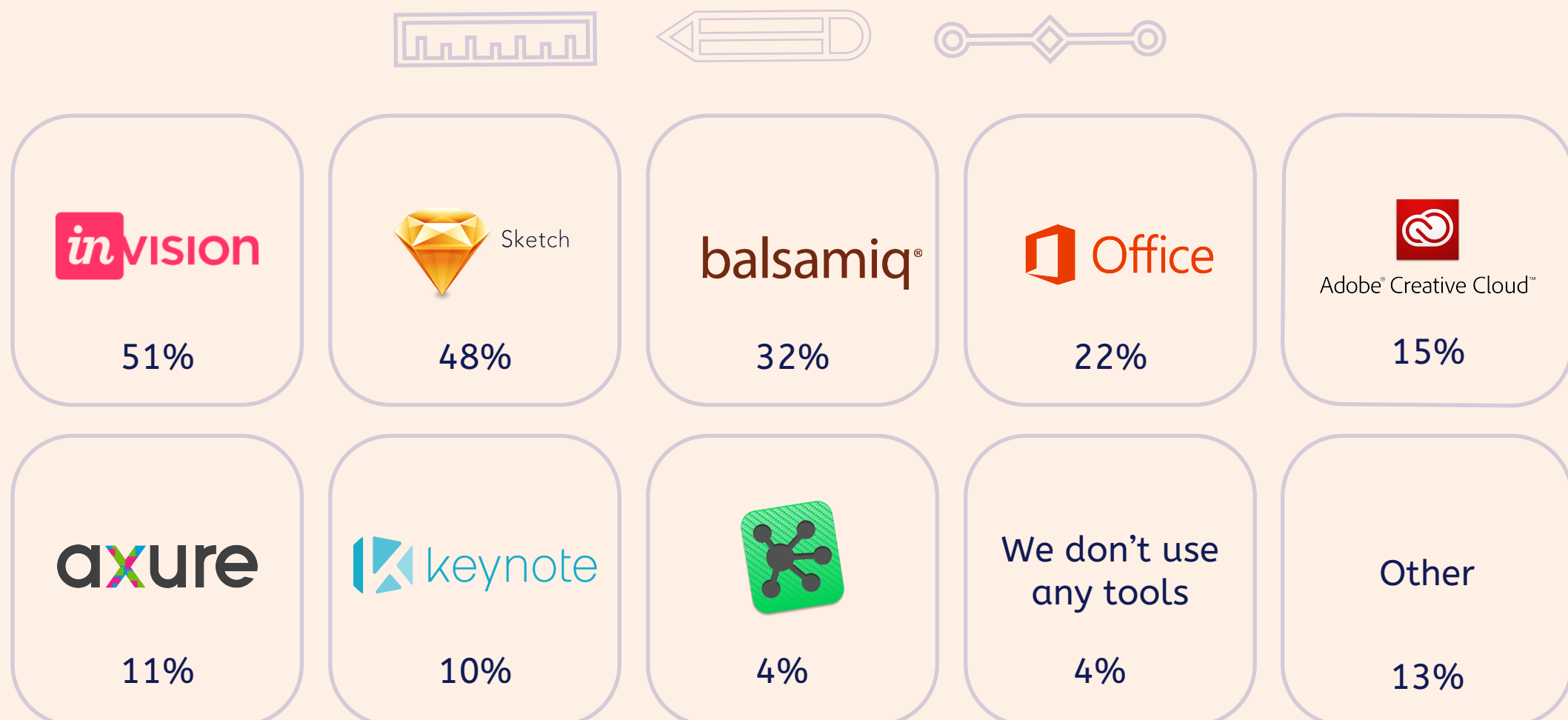
### TOOLS FOR GENERATING QUALITATIVE FEEDBACK



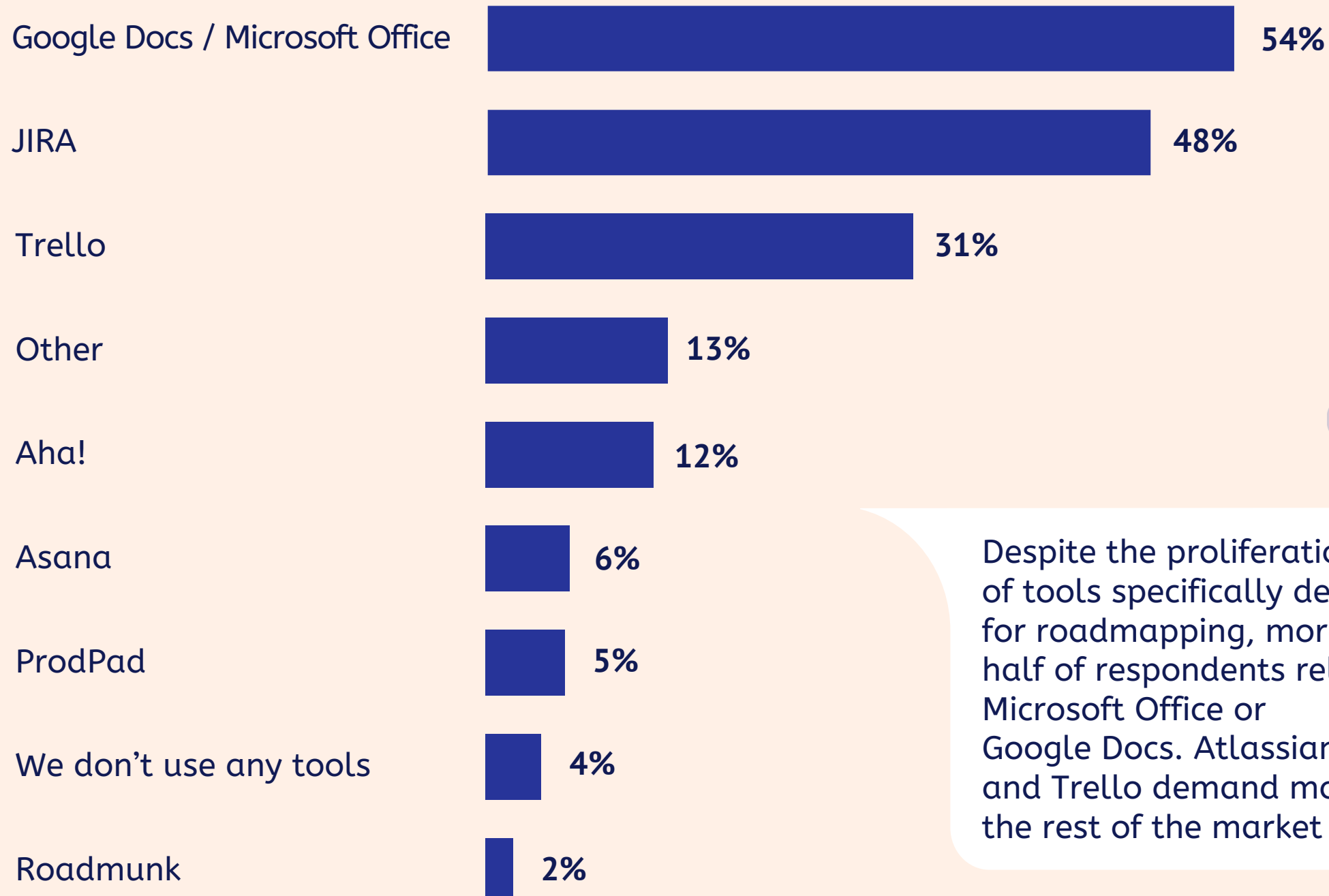
## TOOLS USED FOR GENERATING QUANTITATIVE FEEDBACK



## TOOLS USED FOR PROTOTYPING

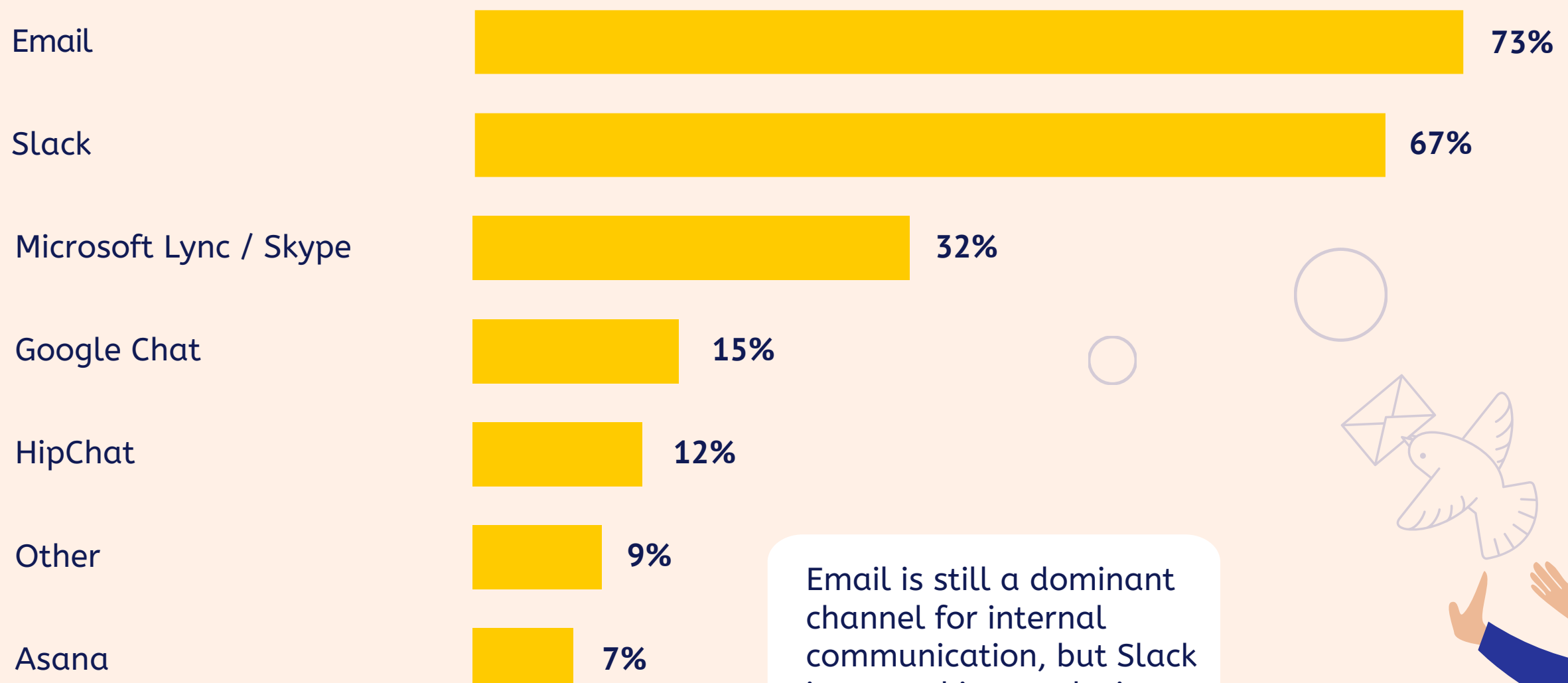


## TOOLS USED FOR ROADMAPMING



Despite the proliferation of tools specifically designed for roadmapping, more than half of respondents rely on Microsoft Office or Google Docs. Atlassian's JIRA and Trello demand most of the rest of the market share.

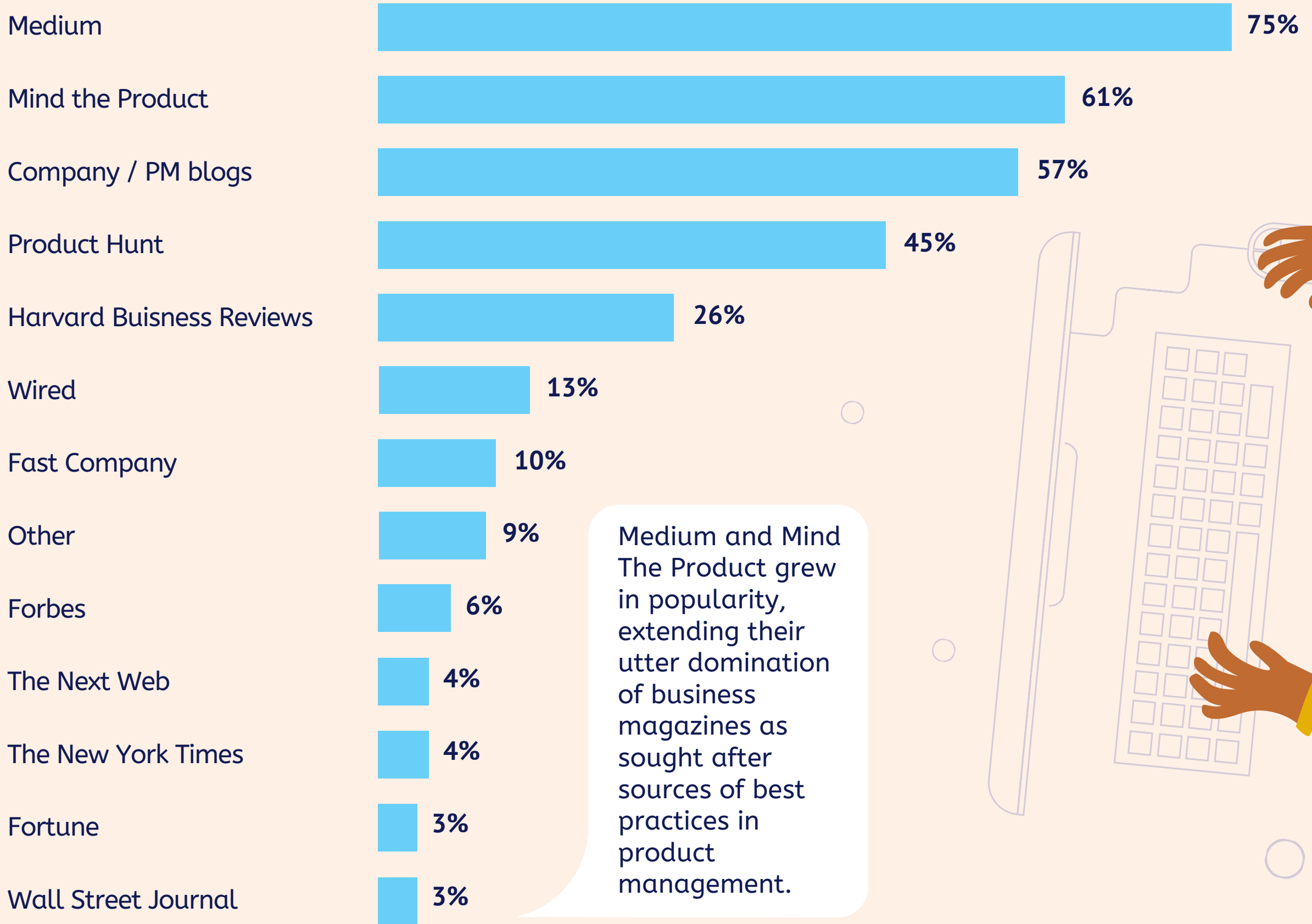
## TOOLS USED FOR INTERNAL COMMUNICATION



Email is still a dominant channel for internal communication, but Slack increased in popularity in the past year.



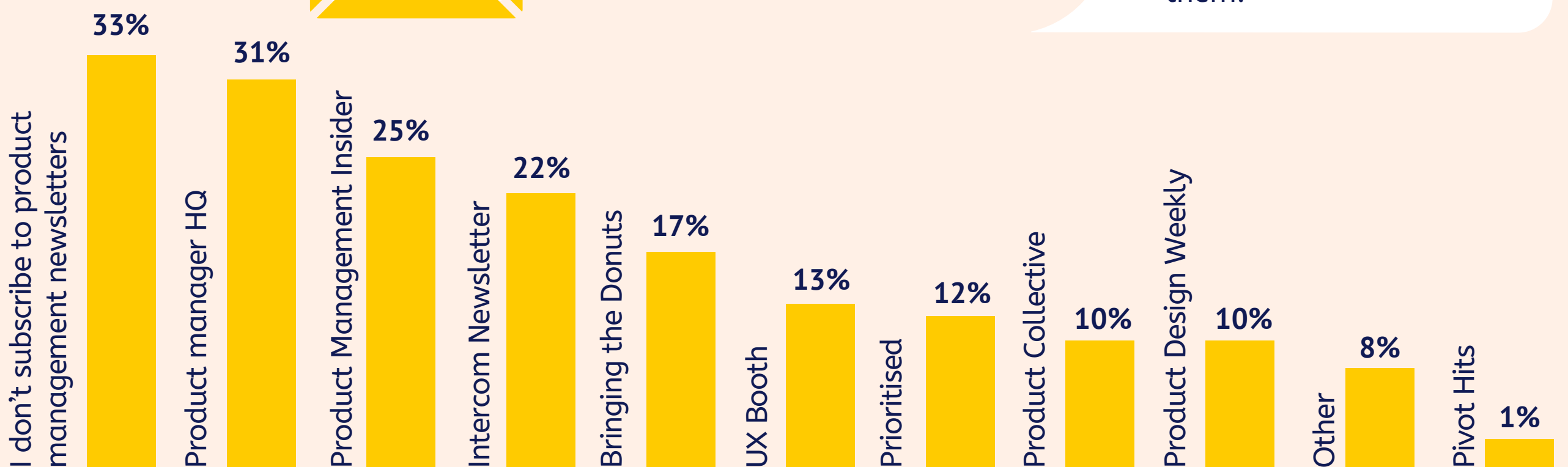
## CHANNELS TO ACCESS AND LEARN BEST PRACTICES



Medium and Mind The Product grew in popularity, extending their utter domination of business magazines as sought after sources of best practices in product management.



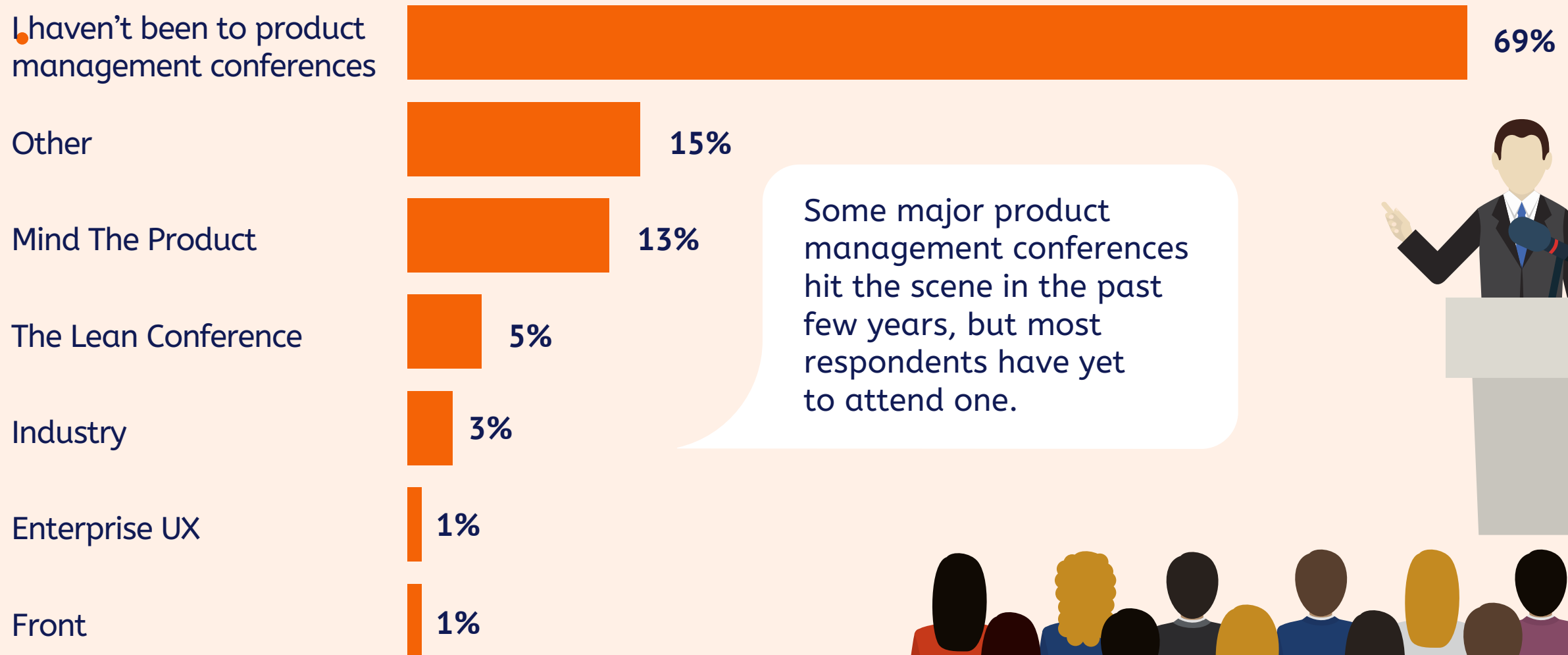
## NEWSLETTERS SUBSCRIBED TO



Despite the proliferation of product management newsletters, one-third of respondents don't subscribe to any of them.



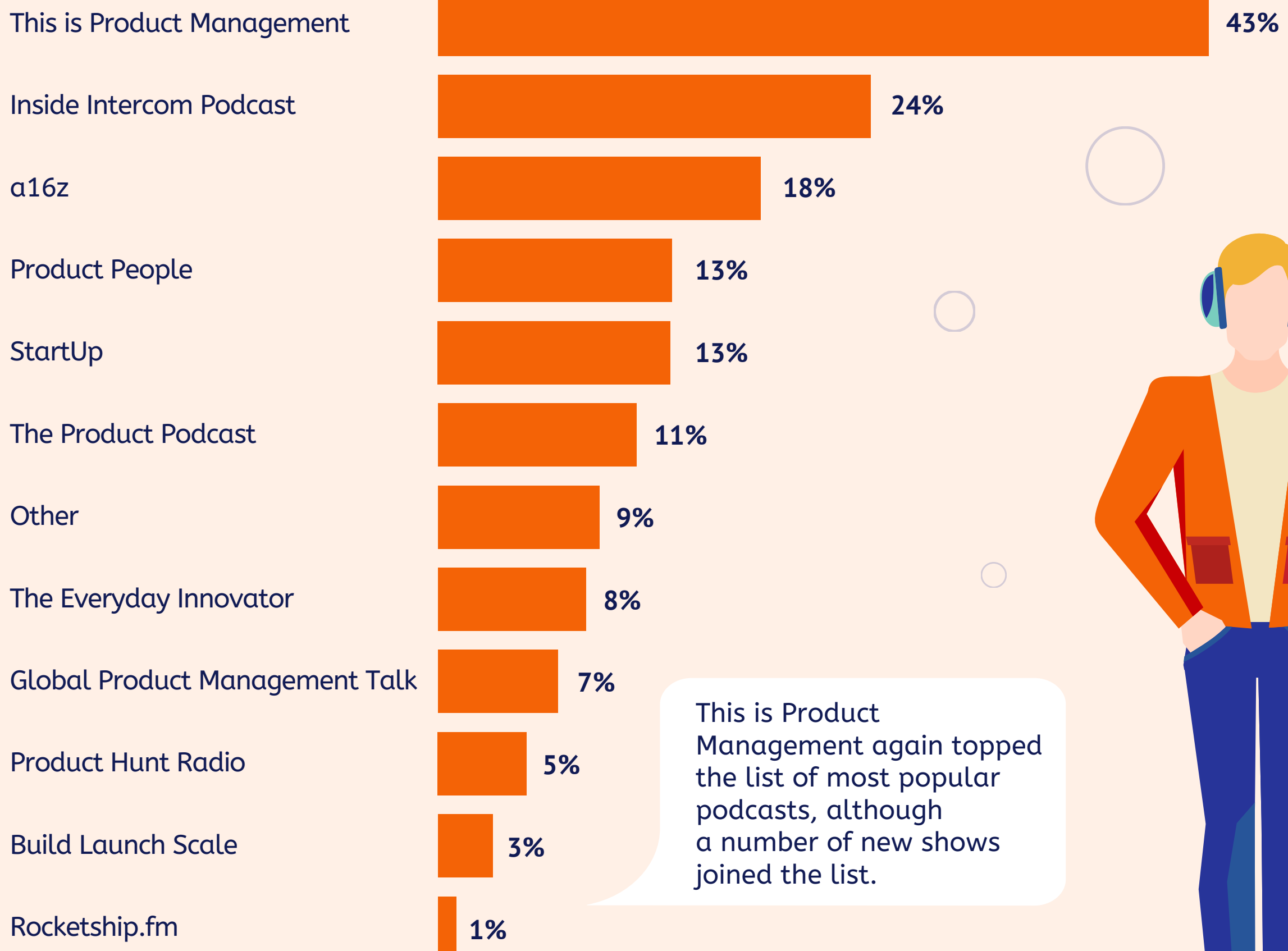
## CONFERENCES ATTENDED



Some major product management conferences hit the scene in the past few years, but most respondents have yet to attend one.



## PODCASTS LISTENED TO



This is Product Management again topped the list of most popular podcasts, although a number of new shows joined the list.

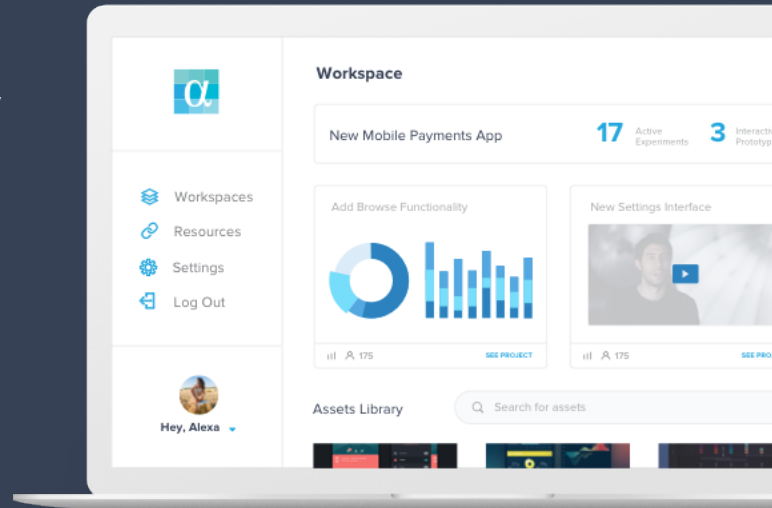




ALPHA

Alpha enables teams to make data-driven decisions about users, products, and new markets.

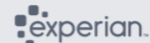
- ✓ Integrated experimentation platform
- ✓ Generate actionable insights in days
- ✓ Every stage of the product lifecycle
- ✓ Compliant across industries



We help Fortune 500s move at the speed of startups, and help startups move into the Fortune 500.



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## Take the heavy lifting out of learning.

Alpha's platform enables you to go from plain-English questions to qualitative and quantitative insights in days instead of months.

You submit plain-English questions & assumptions



You iterate, share insights, and make data-driven decisions

Alpha streamlines in 2-3 days

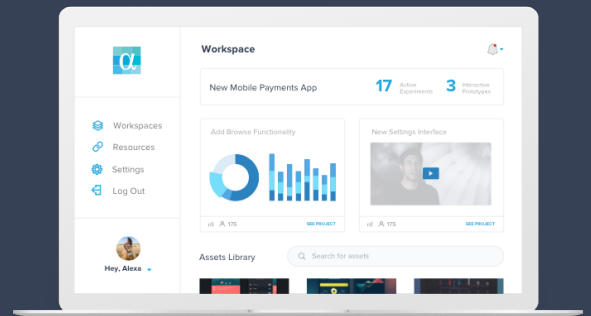
## Inform key decisions through the entire product lifecycle.

Get moving quickly with out-of-the-box test templates that correspond to your workflows.

*"Which chatbots do parents like the most?"*

*"What media do Millennials use without cable pay for?"*

*"Where do users get stuck in our onboarding experience?"*



- Digital Transformation
- Customer Development
- Design Thinking
- Lean Startup
- User Research
- Agile Development
- Customer Experience
- Innovation Lab

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