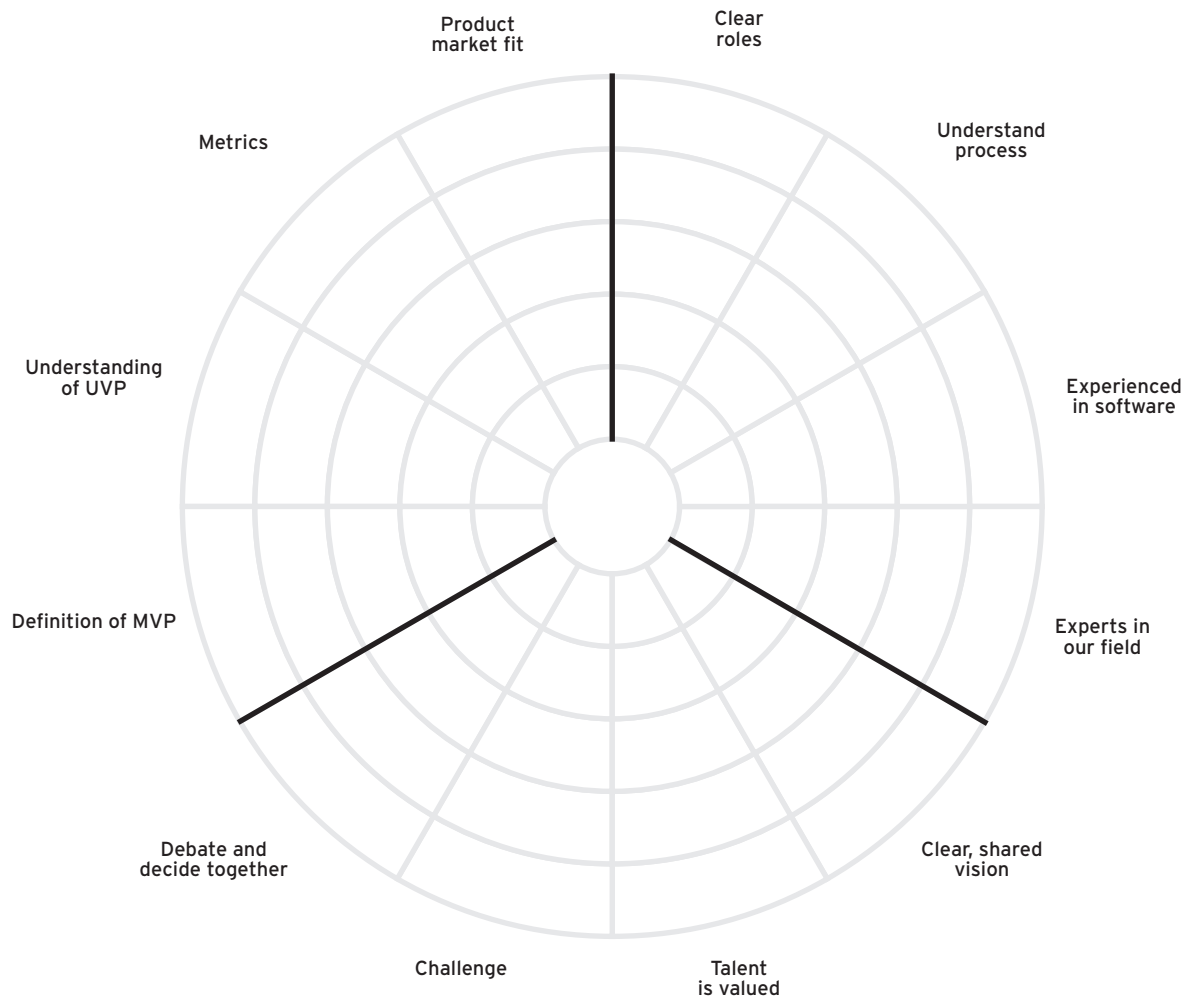


PRODUCT DARTBOARD



DEFINITIONS

Clear roles

Roles and responsibilities match skills and abilities of the team. Team members understand what is expected of them.

Understand process

The team has a process and all members have a shared understanding of that process and a say in the evolution of the process.

Experienced in software

The team has experience working on software projects similar to this one.

Experts in our field

The team includes experts in the subject matter of the product.

Clear, shared vision

There is a vision for this product and it has been clearly communicated. Team members have a shared understanding of what they're trying to achieve.

Talent is valued

Team members feel that the work they do is respected and their contributions to the work are valuable.

Challenge

Team members feel challenged by their work and think the work is important.

Debate and decide together

People on this team give their opinions and the team debates different options and makes decisions together.

Definition of MVP

Our team is committed to building the smallest whole and releasing it to real users.

Understanding of UVP

The team can articulate the unique value proposition for this product, ie, the thing that will make users choose this over other options.

Metrics

We know how to focus on one success metric at a time.

Product/market fit

Do we know that we are in a good market with a product that can satisfy that market?