CASE STUDY

PRODUCT TEAM MANAGEMENT ROADMAP FOR TRAVEL INDUSTRY CATERING AND RETAIL LEADER

Client Background

Our client, together with its subsidiaries, provides airline catering, retail-on-board, and hospitality products and services in the EMEA, North and South America, and APAC. It offers catering services, such as airline catering and provisioning services, inflight services, and logistics and supply chain solutions.
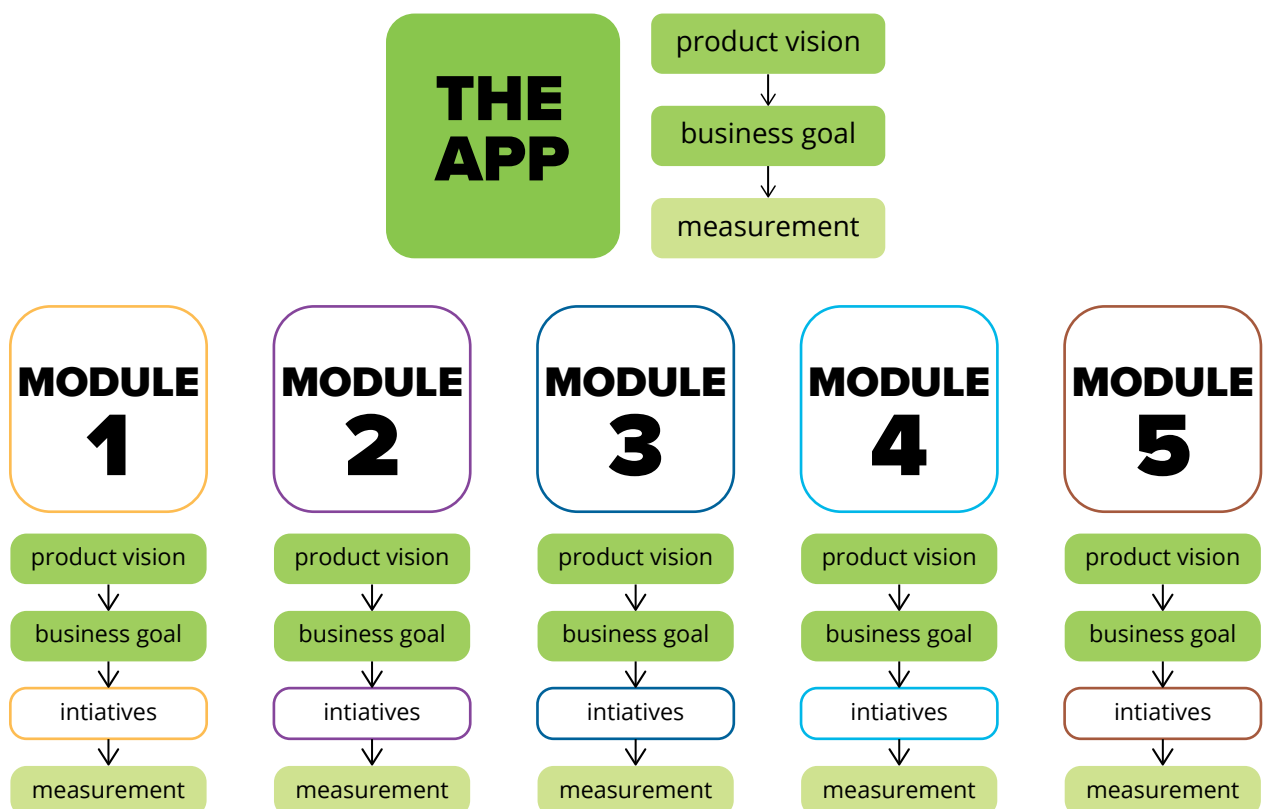
Business Challenge

Our client needed guidance in managing product teams and creating strategic product roadmaps to achieve common business goals.

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Project Description

- Our client has an application that is composed of five separate modules. After interviewing stakeholders, observing the current state of the newly created product team, and understanding the primary painpoints, SoftServe defined an action plan of how the product teams should function and collaborate:

- Creating a common picture of people that highlighted their specific knowledge and experience, and sharing this information with the 150+ people app team
- Aligning the decision making process with different app teams: business representatives, business analysts, and development team.
- Setting up a communication process and expectations with the app team

SoftServe proposed an approach that can align multiple modules within the app and their teams under one umbrella with shared mission, business goals, and measurements, but different initiatives to support and achieve the mission and goals within the different modules and teams

THE APP

product vision → business goal → measurement

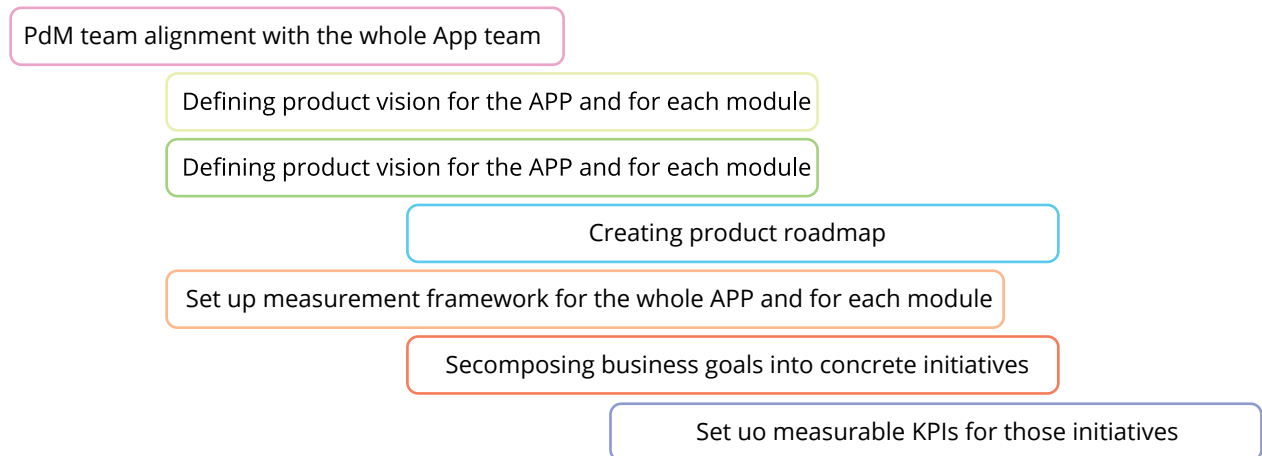| MODULE 1	MODULE 2	MODULE 3	MODULE 4	MODULE 5
product vision	product vision	product vision	product vision	product vision
business goal	business goal	business goal	business goal	business goal
intiatives	intiatives	intiatives	intiatives	intiatives
measurement	measurement	measurement	measurement	measurement

SoftServe also proposed creating a product vision for each module and defining business goals for each of them. Having set clear business goals, we could proceed with decomposing them into concrete initiatives and setting up measurements for each.

SoftServe created a high-level action plan to outline key activities with approximate timing.

JUNE 2019	JULY 2019	AUGUST 2019

PdM team alignment with the whole App team

Defining product vision for the APP and for each module

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Creating product roadmap

Set up measurement framework for the whole APP and for each module

Secomposing business goals into concrete initiatives

Set uo measurable KPIs for those initiatives

Value Delivered

SoftServe provided our client with the following actionable deliverables:

- A plan for continuous improvement of interaction between the product management team and other teams
- A step by step guide on how to design shared product vision for the whole company

- Guidance on structuring measurable goals
- A product roadmap creation flow to establish transparency, alignment, and cooperation across all teams

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is are built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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