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Reasons to Switch From a Project to a Product Methodology

What is Product Methodology?

Most companies are familiar with the traditional project methodology, where budgets and deadlines are set at the start of the engagement and are locked in place indefinitely. However, because deliverables and budgets are determined upfront, everything is locked in, so once you're done, you're done – even if external factors like customer needs and market shifts will majorly impact your product.

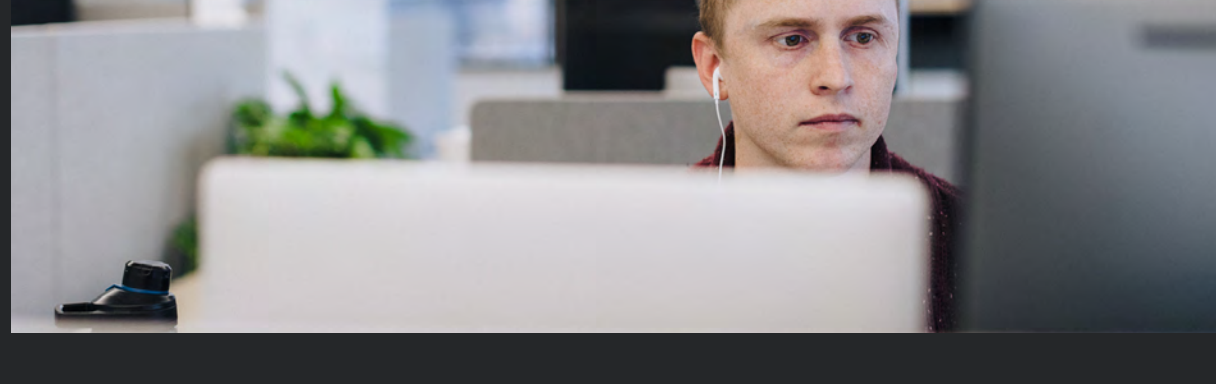
That's why organizations are making the switch to the product methodology for development. Through this process, your success is measured by improved customer experiences, creating long-term value, and driving business outcomes. This is achieved by conducting ongoing user research and frequent product releases—providing a faster, more adaptable process for developing products, and allowing you to pivot when priorities change.

Here are **five reasons** it's time to adopt a product methodology and ditch your traditional project mentality.

01 It's easier to mitigate risk.

Risk factors under the project methodology: Major rework, lost time, and lost productivity ultimately result in missing business objectives.

You can't always predict what will happen in the market five years, one year, or sometimes even six months from now. Following the project methodology, you are beholden to your budgets and milestones. If industry changes occur, customer preferences shift, or even an event that impacts the global economy that affects the relevance of your product, you're stuck. The product methodology offers greater flexibility to avoid risk and get the most out of your investment.



02 You can directly tie your product to value.

Value (project mentality)

Can only be realized after each full release.

Value (product mentality)

Exists in the very first iteration and builds over time with each subsequent release.

Think of the two methodologies as a baseball game. The project methodology is like trying to win a game with a home run. A big payoff, but there are a lot of variables that make it more difficult. The product methodology is trying to win by swinging for more achievable hits – something more achievable with less risk involved. After each release under the product methodology, your team can measure results faster, gather user feedback, and confidently validate your product's value by establishing relevant KPIs. It also gives you the flexibility to adjust your priorities if your or your audience's needs change.

03 You can ensure your product meets user needs.

Learning faster is everything in today's fast-paced, digital world. If products get to market too slowly, user needs may have already shifted, or competitors got there first, rendering your product irrelevant before it has time to get going. With a product methodology, you can learn faster after each iteration (versus after a long build with the project methodology), helping you create a more valuable product for your customers.

Did you know?

Failure to adapt to customer needs or delayed market entry are why only 32% of digital products are successful.

04 Your development process is more efficient.

Tip: Focus on the desired outcomes, not the outputs.

Through product methodology, teams are cross-functional vs. siloed. Working cross-functionally helps design, strategy and technology teams unite around organizational goals, excel at change, and better communicate user needs. Confining people to project siloes make collaboration and knowledge sharing challenging and can lead to duplicative work and increased costs.



05 The industry is shifting in favor of customized products and experiences.

76% of customers become agitated when companies come up short on personalization.

As users expect brands to meet them where they are, traditional project-working styles cannot support customization. Real-time data collection and an agile test-and-learn product methodology make delivering personalized experiences more feasible.

Start creating products that will win in the digital economy

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