

Industrious

Product Priorities for Next Quarter

My proposed order for prioritization is

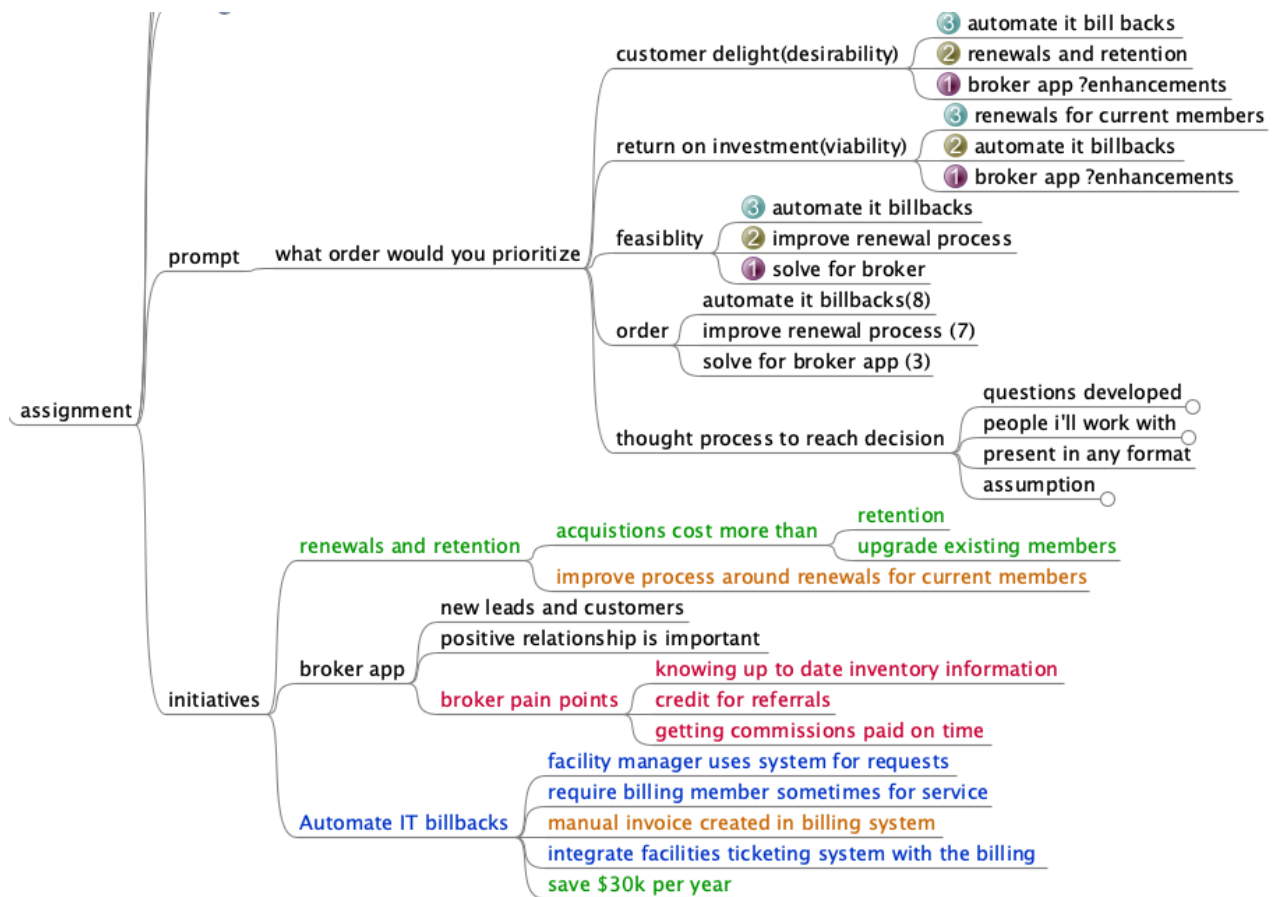
1. Automate IT billbacks :(8) *ready for delivery with clear definition of done.*
2. Renewals & Retention :(7) *discovery - opportunity ID*
3. Broker app :(3) *discovery - pains/problem space* I weighed our upcoming initiatives for the quarter with an eye out for how quickly we could validate any assumptions around customer delight, return on investment(viability) and feasibility.

Next Actions: Work on discovery and delivery sprints with

- engineers to scope out solution
- finance to understand cost savings
- designer to research breaks in current renewal flow
- customers to understand flow: facility manager - billing + ticketing flow member
- sales/marketing - insight into acquisition metrics

Assumptions

- all broker app are tooling issues - not business process
- facilities request are most frequent customer touchpoint
- internal knowledge of both systems readily available for integration



Questions

can we do this?
 understand system architecture
 what stages are the initiatives now?
 should we do this?
 what is revenue from upgrades vs new signups?
 do they want this?
 what user segments are impacted
 members
 facility managers
 brokers
 what evidence
 what experiments