Survey: Enterprise product management practices and needs

### Step 3: Gather data from potential customers

## Introduction

"This survey aims to gather information about current product management practices, challenges, and desired features in large enterprise-level organizations, particularly within the context of remote teams. Your feedback will be invaluable in developing a Microsoft Teams integration to improve product management. This survey should take approximately [estimated time - e.g., 10-15 minutes] to complete. Your responses will be kept confidential."

#### Section 1: Current product management practices

**Question type: Multiple choice**

*What is your role in product management within your organization?*

Options: product manager, Team lead, IT manager, Executive management, Other (please specify)

**Question type: Multiple choice**

*Which product management methodologies or frameworks does your organization primarily use? (Select all that apply)*

Options: Agile, Waterfall, Hybrid, Other (please specify), None

**Question type: Rating scale (e.g., 1-5, where 1 = Not effective, 5 = Very effective)**

*How effective are your current product management processes in supporting remote or hybrid work environments?*

**Question Type: Open-ended**

*What are the main challenges you face with your current product management tools and processes?*

#### Section 2: Challenges in product management

**Question type: Rating scale (e.g., 1-5, where 1 = Not a challenge, 5 = A significant challenge)**

*To what extent are the following challenges impacting your product management:*

* Communication issues within product teams
* Collaboration difficulties among team members
* Task management and assignment
* Resource allocation and management
* Time tracking and reporting

**Question Type: Multiple Choice**

*What are the primary pain points related to communication and collaboration within your product teams? (Select all that apply)*

Options: Lack of real-time communication, Difficulty sharing files, Version control issues, Lack of transparency, Other (please specify)

**Question Type: Multiple Choice**

*How would you describe the complexity of the products your organization typically manages?*

Options: Simple, Moderate, Complex, Very Complex

**Question Type: Open-ended**

*Could you please describe the factors that contribute to this level of complexity? (e.g., product scope, number of stakeholders, technical challenges, regulatory requirements)*

**Question Type: Open-ended**

*What are the biggest challenges your organization faces in managing products, especially with remote teams?*

#### Section 3: Desired features and improvements

Question Type: Multiple Choice

How important is it for a product management tool to integrate seamlessly with Microsoft Teams?

Options: Not important, Somewhat important, Important, Very important

**Question Type: Open-ended**

What specific Microsoft Teams features would be most beneficial for a product management integration?

**Question type: Rating scale (e.g., 1-5, where 1 = Not helpful, 5 = Very helpful)**

How helpful would the following reporting or analytics features be for tracking product progress:

Real-time product dashboards

Automated product status reports

Predictive analytics for product risks

Customizable reporting options

**Question Type: Open-ended**

*What features or functionalities would significantly improve your organization's product management processes, especially for remote teams?*

#### Section 4: Demographics (Optional)

**Question type: Multiple choice**

*What is the size of your organization?*

Options: Small (1-100 employees), Medium (101-1000 employees), Large (1001+ employees)

**Question Type: Open-ended**

*What is your industry?*

## Conclusion

"Thank you for your time and valuable insights. Your feedback will be instrumental in shaping the development of product Synergize. We appreciate your contribution!"