

## **ACTIVITY: Monitor, assess, and refine release activities**

### **DESCRIPTION**

#### **What is it?**

- Monitoring the progress of release cycles, ensuring adherence to planned timelines, and identifying potential roadblocks.
- Tracking key performance indicators related to releases, such as deployment success rates, bug rates, and user adoption.
- Gathering user feedback on new releases through surveys, in-app feedback mechanisms, and support channels.
- Conducting post-release reviews to assess the effectiveness of the release process and identify areas for optimization.
- Monitoring bug reports and addressing critical issues that arise after a release.

#### **What is it for?**

- Monitoring and assessing releases helps identify and address issues early, leading to higher-quality releases.
- Refining the release process helps streamline workflows and reduce time to market.
- Gathering and addressing user feedback leads to releases that better meet user needs.
- Monitoring and analyzing release data enables the team to make informed decisions about release planning and execution.
- Creates a culture of continuous improvement, ensuring that the release process evolves and adapts to changing needs.

ISPM framework: Marketing (Product launches)

## SKILLS NEEDED

- **Analytical Thinking:** You need to analyze release metrics, user feedback, and bug reports to identify areas for improvement. This skill helps you understand the effectiveness of release processes and pinpoint bottlenecks.
- **Problem-Solving:** Release activities often encounter unexpected issues or bugs. This skill helps you quickly identify and resolve problems to minimize disruptions and maintain release schedules.
- **Communication:** You need to communicate release status, issues, and improvements to various stakeholders, including developers, testers, and executives. This skill ensures that everyone is informed and aligned.
- **Collaboration:** Release activities involve multiple teams and individuals. You need to work effectively with these teams to ensure that all tasks are completed and releases are successful.
- **Organization and Time Management:** Managing release schedules, tracking tasks, and coordinating activities requires strong organizational and time management skills. This skill helps ensure that releases are completed on time.
- **Adaptability:** Release processes need to be adaptable to changing project needs and market conditions. This skill helps you adjust plans and procedures as needed.
- **Feedback Delivery (Constructive Criticism):** Providing feedback on release processes and identifying areas for improvement requires constructive criticism. This skill helps teams learn from their experiences and continuously improve.
- **Process Improvement:** You need to be able to identify areas where release processes can be streamlined and optimized. This skill helps improve efficiency and reduce release times.

## TO LEARN MORE

G. Geracie y S. D. Eppinger, Eds., The Guide to the Product Management and Marketing Body of Knowledge: ProdBOK(R) Guide. Carson City: Association of International Product Marketing and Management, 2013.

H-B. Kittlaus, Software Product Management. The ISPM Compliant Study Guide and Handbook, Berlin, Springer, 2<sup>nd</sup>. ed, 2022.