2021 Product Management Survey on the current state-of-practice

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> The analysis was done using the R Statistical language (v4.0.3; R Core Team, 2020) on Windows 10 x64, using the packages qqplotr (v0.0.4), gridExtra (v2.3), xtable (v1.8.4), rpivotTable (v0.3.0), ggplot2 (v3.3.0), tidyr (v1.1.2), dplyr (v0.8.5), likert (v1.3.5), rmarkdown (v2.6), sp (v1.4.5), rworldmap (v1.3.6) and knitr (v1.28).

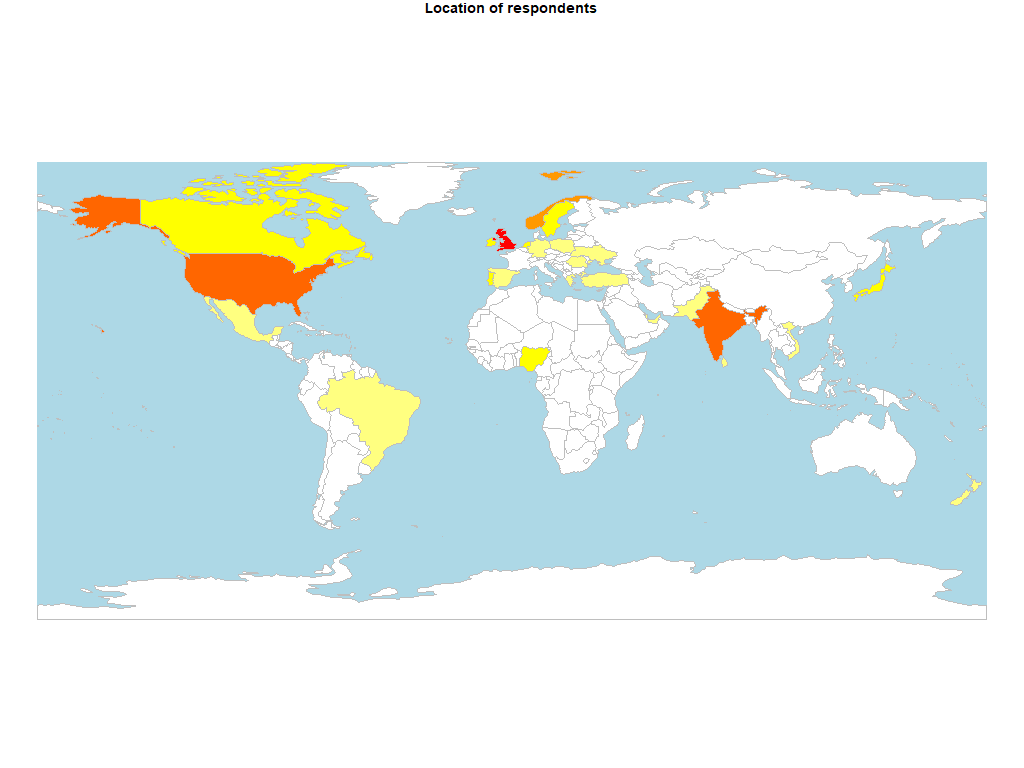
## Organisations

What is the make up of the organisations that the respondents are working in?

|  |  |  |
| --- | --- | --- |
|  | org.industry | org.employees |
|  | Software / IT :38 | < 10 :13 |
|  | Banking / Finance :12 | 10-49 :19 |
|  | Private / Consumer : 6 | 50-249 :13 |
|  | Retail / Wholesale : 3 | 250-4499:16 |
|  | Medical / Health Care: 2 | >= 4500 :10 |
|  | aquamarine : 1 |  |
|  | (Other) : 9 |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | org.TTM | org.releases | org.prodteamsize |
|  | Less than 4.5 months :28 | More than 12 releases a year :28 | < 4 :25 |
|  | 4.5 months to < 9 months :18 | 5-12 releases a year :19 | 4-9 :21 |
|  | 9 Months to < 18 months :12 | 3-4 releases a year :11 | 10-19 :14 |
|  | More than 18 months : 5 | About 2 releases per year : 5 | 20-49 : 5 |
|  | Don’t know and cannot estimate: 8 | About 1 release per year : 3 | 50-249: 3 |
|  |  | Less than one release per year: 0 | > 250 : 3 |
|  |  | No release so far : 5 |  |

And where are they located?



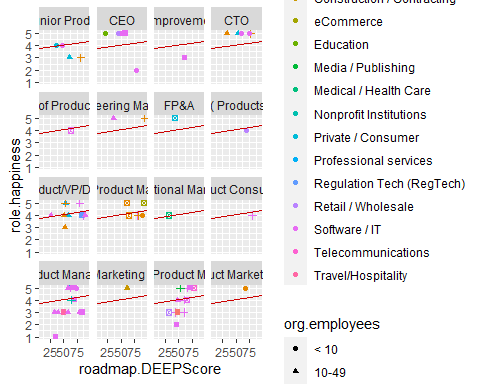
Location of respondents to the survey

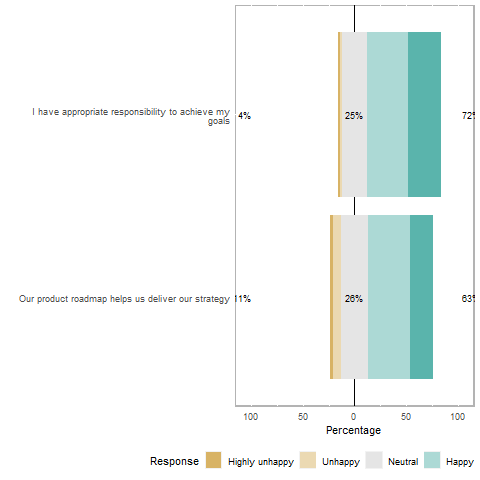
## Role

How happy were the respondents with their roadmap process and level of responsibility in the role?

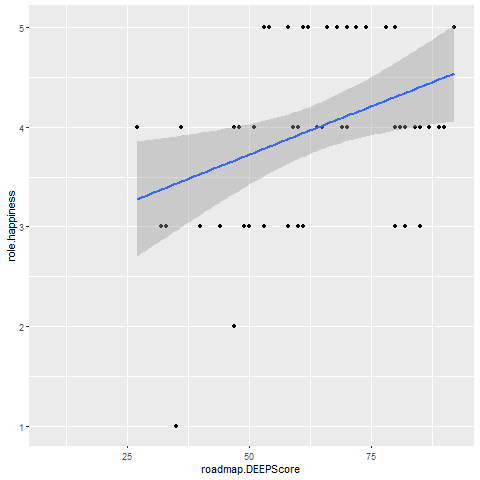
|  |  |  |  |
| --- | --- | --- | --- |
| Job.title | n | roadmap.happiness | role.happiness |
| Associate/Junior Product Manager | 5 | 3.6 |  |
| CEO | 6 | 3.5 | 4.5 |
| Continuous improvement specialist | 1 | 2.0 | 3.0 |
| CTO | 5 | 4.8 | 5.0 |
| Director of Product Design | 1 | 5.0 | 4.0 |
| Engineering Manager | 2 | 4.0 | 5.0 |
| FP&A | 1 | 4.0 | 5.0 |
| Freelancer ( Products & Growth ) | 1 | 4.0 | 4.0 |
| Head of Product/VP/Director/CPO | 11 | 3.5 | 4.2 |
| Lead Product Manager | 6 | 4.3 | 4.3 |
| Operational Manager | 2 | 5.0 | 4.0 |
| Product Consultant | 1 | 4.0 | 4.0 |
| Product Manager | 15 | 3.5 | 3.8 |
| Product Marketing Manager | 1 | 3.0 | 5.0 |
| Senior Product Manager | 12 | 3.7 | 3.8 |
| Senior Product Marketing Manager | 1 | 5.0 | 5.0 |

> Warning: Removed 1 rows containing missing values (geom\_point).





Likert responses



Happiness of roadmap vs DEEP score for product people

Where do people go to get their information?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Job.title | Events and conferences | Blogs | Books | Online Communities | Professional Bodies | Professional Certification | Professional Training | Tool Vendor material | Google |
| Associate/Junior Product Manager | 40 | 60 | 20 | 40 | 0.0 | 40.0 | 20 | 0.0 | 0 |
| CEO | 50 | 33 | 17 | 50 | 16.7 | 0.0 | 17 | 16.7 | 0 |
| Continuous improvement specialist | 0 | 0 | 0 | 0 | 0.0 | 0.0 | 0 | 0.0 | 100 |
| CTO | 60 | 60 | 60 | 60 | 20.0 | 20.0 | 20 | 40.0 | 0 |
| Director of Product Design | 0 | 0 | 0 | 100 | 0.0 | 0.0 | 0 | 0.0 | 0 |
| Engineering Manager | 50 | 50 | 0 | 50 | 0.0 | 0.0 | 0 | 0.0 | 0 |
| FP&A | 0 | 0 | 0 | 0 | 0.0 | 0.0 | 0 | 100.0 | 0 |
| Freelancer ( Products & Growth ) | 0 | 100 | 100 | 100 | 0.0 | 0.0 | 0 | 0.0 | 0 |
| Head of Product/VP/Director/CPO | 18 | 82 | 45 | 82 | 0.0 | 0.0 | 0 | 9.1 | 0 |
| Lead Product Manager | 67 | 83 | 67 | 50 | 0.0 | 0.0 | 0 | 33.3 | 0 |
| Operational Manager | 100 | 0 | 0 | 100 | 0.0 | 100.0 | 0 | 0.0 | 0 |
| Product Consultant | 0 | 100 | 100 | 100 | 0.0 | 0.0 | 0 | 100.0 | 0 |
| Product Manager | 40 | 87 | 67 | 80 | 6.7 | 6.7 | 27 | 33.3 | 0 |
| Product Marketing Manager | 0 | 100 | 0 | 0 | 0.0 | 0.0 | 0 | 0.0 | 0 |
| Senior Product Manager | 58 | 67 | 83 | 75 | 8.3 | 8.3 | 0 | 41.7 | 0 |
| Senior Product Marketing Manager | 0 | 100 | 100 | 100 | 0.0 | 0.0 | 0 | 100.0 | 0 |

Which professional bodies are they members of?

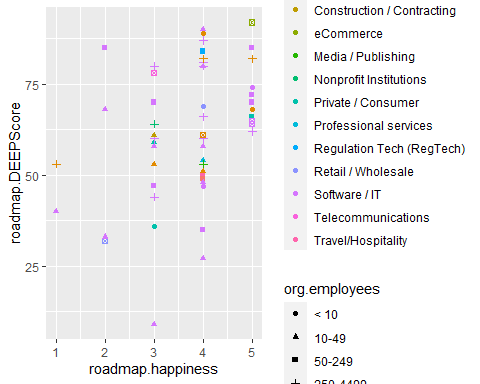
|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Job.title | ACM | AIPMM | AMI | APM | BCS | IAOIP | ISPMA | PDMA | None |
| Associate/Junior Product Manager | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 40 |
| CEO | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 17 | 17 | 67 |
| Continuous improvement specialist | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 100 |
| CTO | 0 | 0.0 | 0 | 0 | 20.0 | 0 | 0 | 0 | 80 |
| Director of Product Design | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 100 |
| Engineering Manager | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 100 |
| FP&A | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 100 |
| Freelancer ( Products & Growth ) | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 100 |
| Head of Product/VP/Director/CPO | 0 | 9.1 | 0 | 0 | 0.0 | 0 | 0 | 0 | 91 |
| Lead Product Manager | 0 | 0.0 | 0 | 0 | 16.7 | 0 | 0 | 0 | 83 |
| Operational Manager | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 100 |
| Product Consultant | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 100 |
| Product Manager | 0 | 0.0 | 0 | 0 | 6.7 | 0 | 0 | 0 | 73 |
| Product Marketing Manager | 100 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 0 |
| Senior Product Manager | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 75 |
| Senior Product Marketing Manager | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0 | 100 |

## Roadmap

How mature were the roadmap processes by job title of respondent? Also did happiness with the roadmap process correlate to a higher maturity score?

>   
> Call:  
> lm(formula = roadmap.happiness ~ roadmap.DEEPScore, data = prod\_responses)  
>   
> Residuals:  
> Min 1Q Median 3Q Max   
> -2.5075 -0.6308 0.0314 0.6473 1.2995   
>   
> Coefficients:  
> Estimate Std. Error t value Pr(>|t|)   
> (Intercept) 2.37066 0.47436 5.00 6.9e-06 \*\*\*  
> roadmap.DEEPScore 0.02145 0.00734 2.92 0.0051 \*\*   
> ---  
> Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1  
>   
> Residual standard error: 0.95 on 52 degrees of freedom  
> Multiple R-squared: 0.141, Adjusted R-squared: 0.125   
> F-statistic: 8.54 on 1 and 52 DF, p-value: 0.00513

|  |  |  |  |
| --- | --- | --- | --- |
| Job.title | n | roadmap.DEEPScore | roadmap.mat\_level |
| Associate/Junior Product Manager | 5 | 47 | 3.0 |
| CEO | 6 | 50 | 3.2 |
| Continuous improvement specialist | 1 | 62 | 4.0 |
| CTO | 5 | 60 | 3.6 |
| Director of Product Design | 1 | 64 | 4.0 |
| Engineering Manager | 2 | 65 | 4.0 |
| FP&A | 1 | 43 | 3.0 |
| Freelancer ( Products & Growth ) | 1 | 69 | 4.0 |
| Head of Product/VP/Director/CPO | 11 | 66 | 3.8 |
| Lead Product Manager | 6 | 78 | 4.3 |
| Operational Manager | 2 | 32 | 3.0 |
| Product Consultant | 1 | 80 | 4.0 |
| Product Manager | 15 | 61 | 3.8 |
| Product Marketing Manager | 1 | 61 | 4.0 |
| Senior Product Manager | 12 | 56 | 3.5 |
| Senior Product Marketing Manager | 1 | 68 | 4.0 |



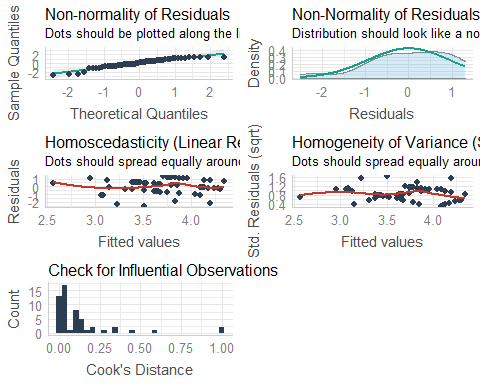
>   
> Call:  
> lm(formula = roadmap.happiness ~ roadmap.DEEPScore, data = prod\_responses)  
>   
> Residuals:  
> Min 1Q Median 3Q Max   
> -2.5075 -0.6308 0.0314 0.6473 1.2995   
>   
> Coefficients:  
> Estimate Std. Error t value Pr(>|t|)   
> (Intercept) 2.37066 0.47436 5.00 6.9e-06 \*\*\*  
> roadmap.DEEPScore 0.02145 0.00734 2.92 0.0051 \*\*   
> ---  
> Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1  
>   
> Residual standard error: 0.95 on 52 degrees of freedom  
> Multiple R-squared: 0.141, Adjusted R-squared: 0.125   
> F-statistic: 8.54 on 1 and 52 DF, p-value: 0.00513

> Analysis of Variance Table  
>   
> Response: roadmap.happiness  
> Df Sum Sq Mean Sq F value Pr(>F)   
> roadmap.DEEPScore 1 7.8 7.79 8.54 0.0051 \*\*  
> Residuals 52 47.5 0.91   
> ---  
> Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1

> `geom\_smooth()` using formula 'y ~ x'  
> `geom\_smooth()` using formula 'y ~ x'

> `stat\_bin()` using `bins = 30`. Pick better value with `binwidth`.

> Warning: Removed 54 rows containing missing values (geom\_text).



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