



Our product development process was very inside-out. We did little research and relied on too many strong internal opinions to make important business decisions about product specifications and what to build. Additionally, our process for preparing products for launch was inconsistent and often incomplete, requiring substantial amounts of rework and market/customer confusion. Pragmatic Institute has helped us build an aligned, strategic approach to problem-solving products, creating appropriate product features, having a disciplined method for launching products and aligning our high-level goals with the right product initiatives.

— Director of Product, Medium Enterprise Consumer Products Company

Source: Director of Product, Medium Enterprise Consumer Products Company



TechValidate
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