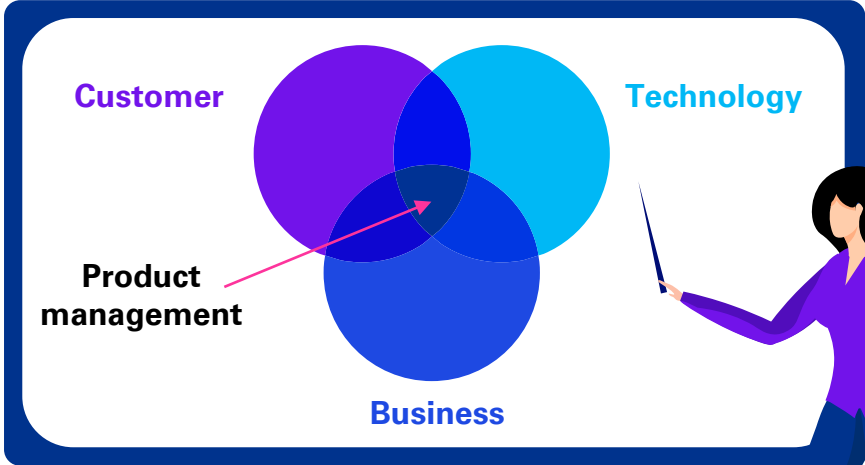


# Product Management



## Do you have a product manager in your organisation?

In the business world, organisations face many challenges in identifying barriers to transforming cost-effective value-added services that align with business objectives, such as a structured plan and approach that is inconsistent with corporate culture, and stable and predictive delivery.



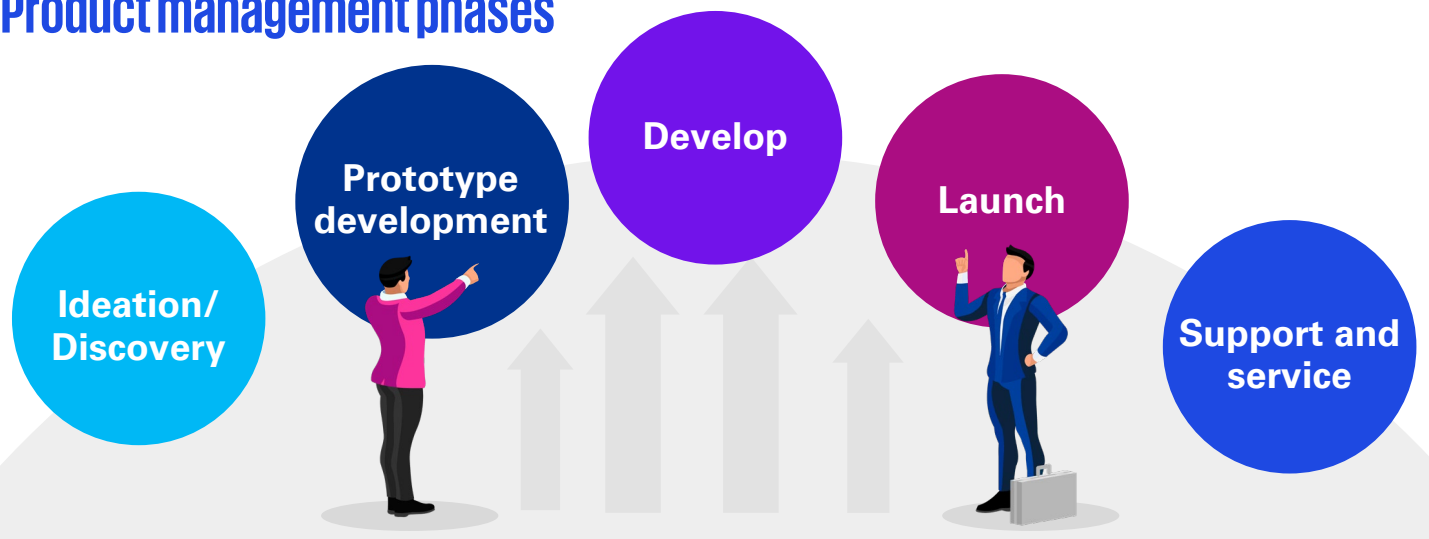
## Need for product management

Without product management services, organisations lack the necessary processes and methodologies to conduct thorough market research, gather customer insights and translate them into actionable product requirements.


**'KPMG in India derived a strategic delivery plan to reduce the risk of product delivery focusing on reliable cost-effective solution with robust product management framework'**



## Product management phases



# KPMG in India's approach




### Discovery research method

- Fake door test
- In-depth interview
- Prototype test
- One-question survey
- Diary studies
- Field visits'
- Feature stub
- Wizard of OZ test
- Card sorting
- Tree test
- Concierge test
- Tree test
- Task Analytics reviews'
- Usability test
- Concept testing

### Delivery research method

- Perception testing
- Contextual surveys'
- Performance testing
- Eye tracking
- Analytics reviews'
- Heat maps
- A/B test
- Moderated usability test
- Unmoderated usability test



## KPMG in India's research methodologies:



### Quantitative

Structured questionnaires typically with large sample for robust evidence generation

- Online survey
- Pen and paper research
- Computer-aided personal interview(structured)



### Qualitative

Largely unstructured conversation, guided with a discussion guide. Typically, exploratory in nature for directional, in-depth insight

- In-depth interview(over telephone, video call or in person)
- Focus group discussion
- Bulletin boards-online



### Fly on the walls

Involves observing respondent in their natural environment for more realistic insight

- Usability and product placement
- Ethnographic research

# Successful product journey

## Discovery understanding the customer needs

### Approach

- Gemba approach
- Interviewing super user
- Customer coming with the needs
- Qualitative analysis

### Methodology and tools

Customer insights  
(consultation offering)

### Outcome

Finalising the product to be developed and funding for the product.

## Ideation process of refining the customer idea

### Approach

- Create personas
- Facilitate the ideation session to get the potential solution needs
- Create low fidelity prototypes

### Methodology and tools

Canvas, Figma etc

### Outcome

Finalising the features, road map, vision and strategy.

## Implementation

### Approach

- Prototype design
- Scalability index
- Actual testing
- Development
- Product internal testing
- UAT

### Methodology and tools

Scrum, Kanban, SAFe, JIRA, Azure Devops etc

### Outcome

Development plan, project budget, risk identification and mitigation, finalising the product launch date.

## Launch and support

### Approach

- Performance measure
- Further road map
- PESTEL analysis
- Impact analysis
- Target and market segmentation

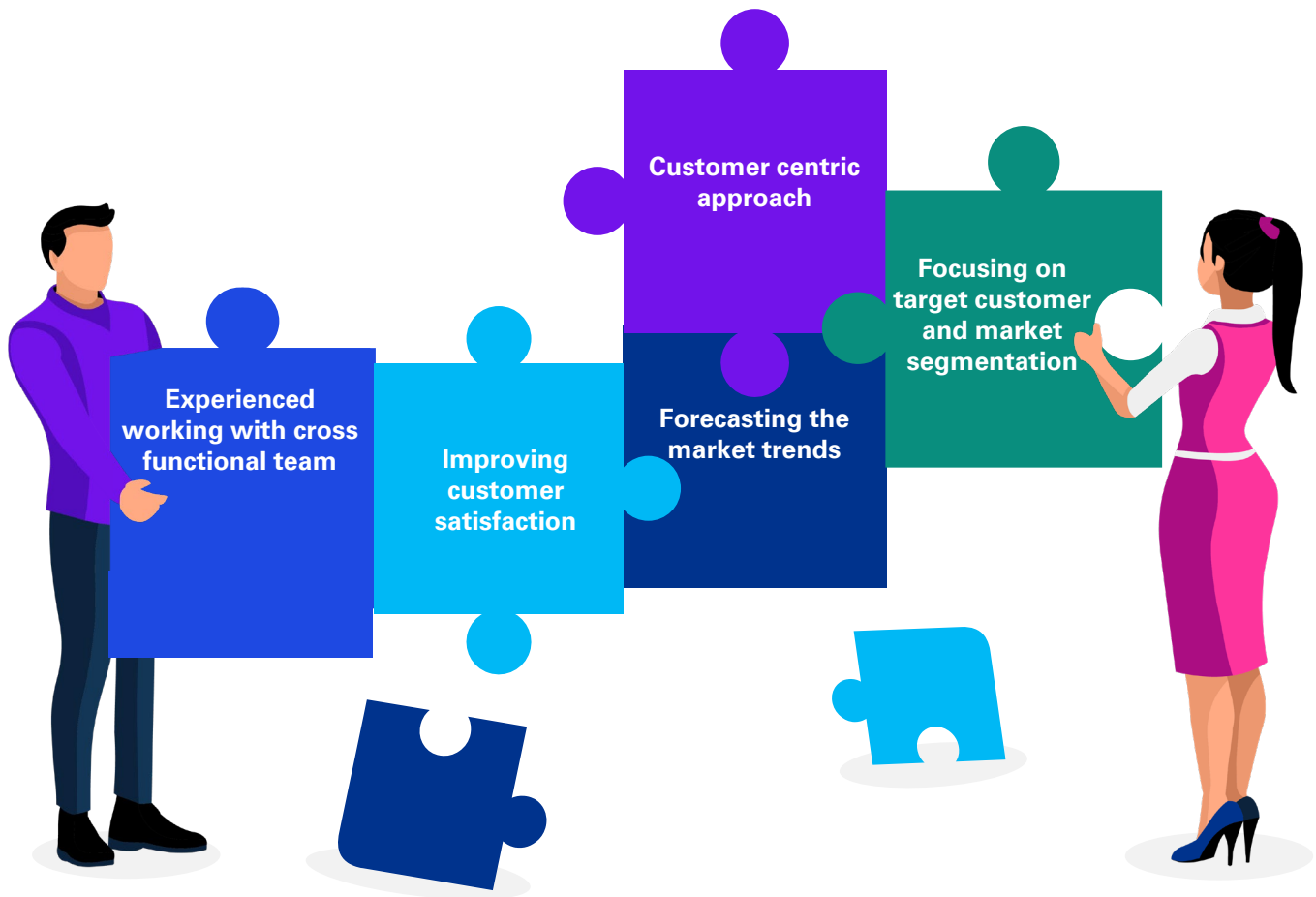
### Methodology and tools

Devops, JIRA, azure devops etc  
Market research  
(consultation offering)

### Outcome

Successful product launch, customer profiling, price and competition tracking.

# Key advantages of Product Management



## KPMG in India contact:

**Prasanth Shanthakumaran**

Partner

Digital engineering and quality

T: +91 80952 01489

E: prasanth@kpmg.com

**Anurag Khare**

Director

Digital engineering and quality

T: +91 97910 31950

E: anuragkhare@kpmg.com

[kpmg.com/in/socialmedia](https://kpmg.com/in/socialmedia)



**30 years**  
and beyond

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

KPMG Assurance and Consulting Services LLP, Lodha Excelus, Apollo Mills Compound, NM Joshi Marg, Mahalaxmi, Mumbai - 400 011 Phone: +91 22 3989 6000, Fax: +91 22 3983 6000.

© 2023 KPMG Assurance and Consulting Services LLP, an Indian Limited Liability Partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

This document is for e-communication only. (009\_FLY0723\_KK)

[kpmg.com/in](https://kpmg.com/in)