productboard

2024 Product Management Trends

Insights From Marty Cagan

In the dynamic field of product management, staying on top of industry developments is essential for maintaining a competitive edge. That's why we partnered with Marty Cagan of Silicon Valley Product Group (SVPG) to highlight five key trends that will shape the product management landscape in 2024.

1. Product Managers as Creators

Product managers must show tangible value to remain relevant in a competitive market. Empowering product teams to move from feature-focused to value-driven will be essential.

Product managers in feature teams:

◆ Work in roles akin to overpaid project managers

◆ Primarily focus on guiding projects along a roadmap

◆ Oversee feature factories

◆ Have their value questioned by the business and cross-functional stakeholders

Product managers in empowered teams:

◆ Are creators, on par with designers and engineers

◆ Play a pivotal role in ensuring that the product resonates with customers (value) and aligns with the company's capabilities and goals (viability)

◆ Have the autonomy to innovate and make strategic decisions

2. The Rise of Product Ops

Product Ops merges two separate roles — user researchers and data analysts — into one. Its core mission is to facilitate seamless, evidence-based decision-making. By simplifying and enhancing the processes of collecting and analyzing both qualitative and quantitative data, Product Ops empowers teams to make data-informed decisions more efficiently.

How Productboard Supports Product Ops

◆ **Streamline Cross-Functional Workflows:** Create custom workflows, teamspaces, and folders for your product ops processes — from ideation to launch — to track your progress through each stage

◆ **Process User Feedback:** Seamlessly collect and categorize user feedback, prioritize it based on its significance, and ensure that it reaches the relevant teams for action

◆ **Use Integrations:** Integrate with various tools, including Jira, Trello, Asana, and more, to streamline your workflow and keep all your data in one place
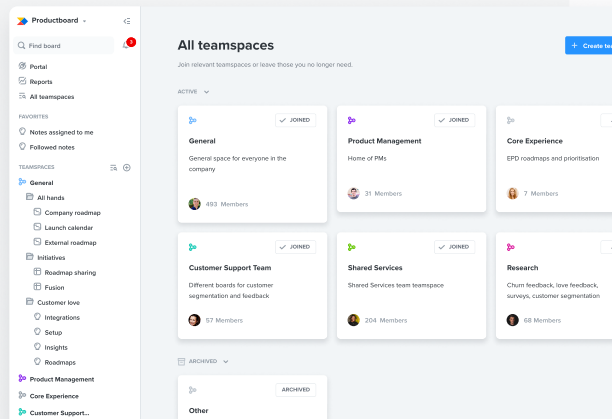
3. Principles > Process

"Successful companies are distinguished not by processes but by the core principles guiding product development."

- MARTY CAGAN

To move away from stifling frameworks like SAFe, there will be a shift from process-centric project management to a principles-focused approach. Marty Cagan advocates for teams to adopt principles that encourage flexibility, creativity, and responsiveness to change.

4. Hone In on Direct Customer Interaction

While analytics tools provide a significant advantage for product teams, a downside is the reduction in direct customer engagement. Despite surfacing real-time data, these tools often fail to uncover the "why" behind observed patterns and trends. Actually speaking to customers will help teams truly understand the context.

5. Use Generative AI Judiciously

Over-reliance on AI and similar tools could lead to complacency. Marty Cagan worries that blindly accepting recommendations from AI will result in more and more product teams landing in the mediocre middle. Product teams must use AI as a tool to augment, not replace, human decision-making and critical thinking.

Engage With Customers Directly Using the Productboard Portal

With a shareable, interactive interface, you can keep a direct line of communication with your customers at all times:

- ◆ Collect votes and feedback from customers on ideas you're considering
- ◆ Source new feature requests directly from those who would use them
- ◆ Share what's planned as a customer-facing public roadmap
- ◆ Promote recent launches to keep everyone informed
- ◆ Close the loop by updating all who provided feedback on an idea
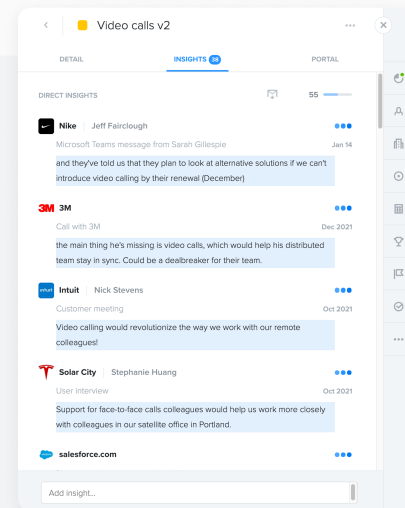
Request a personalized demo or start **a free 15-day trial** to see how Productboard can help you seize new areas of opportunity in 2024.