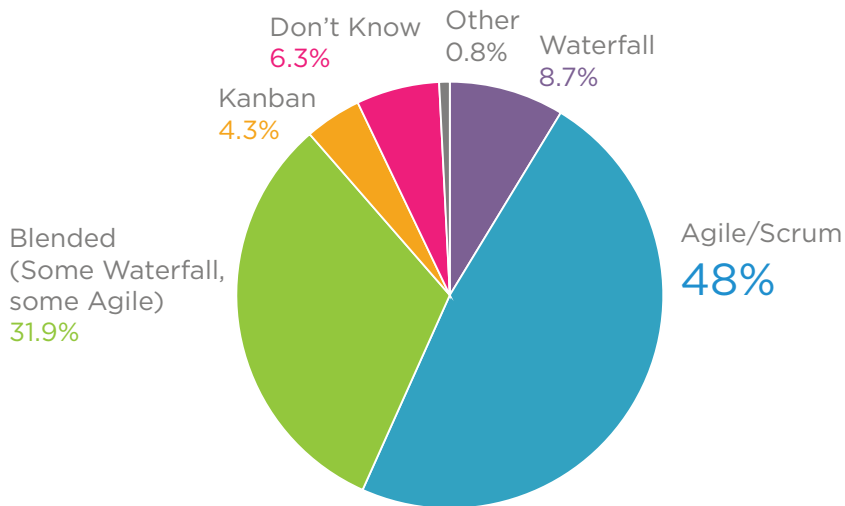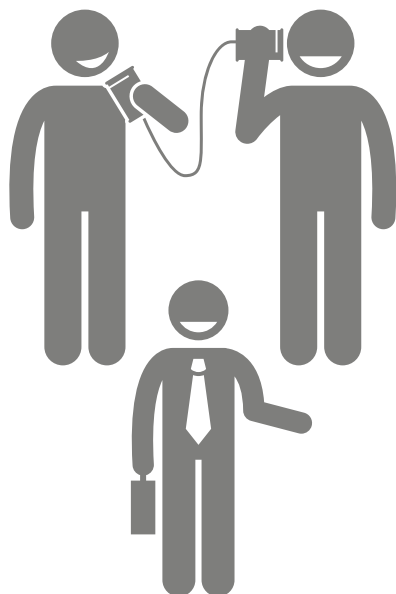## Effective product development teams pay attention to the details.

Product Development Methodologies

Nearly half (48.0%) of organizations now rely Agile/Scrum methodology for product development. This percentage has risen consistently since 2012.

Don't Know 6.3%
Other 0.8%
Waterfall 8.7%
Kanban 4.3%
Agile/Scrum 48%
Blended (Some Waterfall, some Agile) 31.9%

In fact, more than half of survey respondents (52.1%) believe that Agile/Scrum is associated with increasing their product's profitability.

35.2%

Product Team Members

More than a third of survey respondents (35.2%) consider a hybrid approach that blends both user stories and a product or market requirements document to be the most effective way to on-board new product team members.

How to Improve Product Team Effectiveness

Two solutions stood out among survey respondents' answers as having the potential to improve the product team's effectiveness: improve cross-department communication (45.3%) and bring on highly skilled engineering staff (40.2%).

Effectiveness Today

While 43% of respondents indicated that their product team consistently succeeds in meeting company expectations, 57% of respondents see product teams as experiencing some difficulty consistently meeting organizational expectations.

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