



Time to start listening to your customers!

Social Media and Agile Product Development

The world is changing as is the Enterprise. Social Media tools such as Twitter and Facebook enable people to talk quite openly about anything. Some of those people are your customers, and some of the conversations are about your company and your product.

These conversations can be a rich source of product requirements. If you listen and react, you stand to improve your product and your internal/external customers' satisfaction. Social Media can help you listen. Agile Product Development can help you react.

Here are a couple of examples of how it can work.

Customers use public and company forums to seek help and share information. Using Social Media Monitoring techniques and Social Analytics allow you to extract requirements from these conversations. Agile Product Management processes can then pick these up and feed them directly into the product development life-cycle. These techniques can also be applied to other Social Media channels such as microblogs and social networks.

Social Media can also be used to elicit product requirements more directly. "Idea Exchanges" can help gather features and functionality by asking customers to submit and rank them. Taking this further and "crowdsourcing" (getting large online communities to provide ideas and solutions which the "crowd" then vets) can provide companies with a very low cost alternative to traditional approaches such as using focus groups to assess new ideas and solutions.



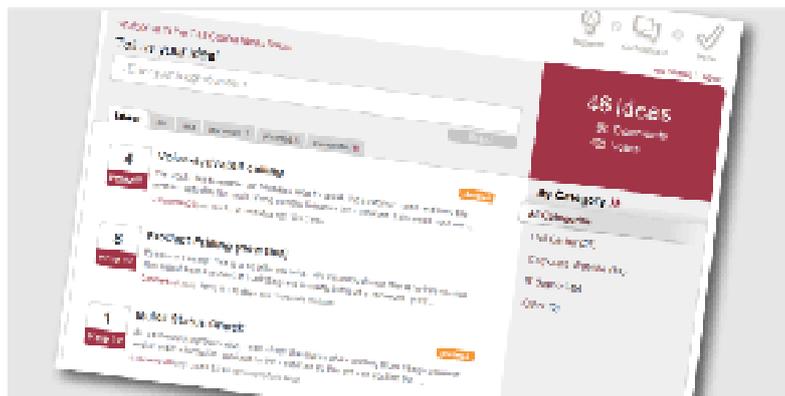
So, there are a number of advantages in using a combination of Social Media and Agile Product Development:

- Understand what customers really think about your product
- Gather actual requirements
- Capture feedback over the product lifecycle not just at one point
- Act on the feedback more quickly
- Turn customers into product development partners
- Have better informed product managers.

Furthermore you can listen and learn from what is being said about your competitors' products!

Talk to us about using Social Media and Agile Product Development to listen and react.

Connect directly with your customers with Agile Ideas



The latest edition of VersionOne comes with Agile Ideas – an in built idea exchange.

Customers can post, discuss and vote for the product ideas that are most valuable to them. Agile Ideas offers a simple, centralized forum where customers can add their ideas.

Through VersionOne Agile Ideas, product owners, managers and marketers can communicate with customers - or prospects, partners and even employees - to gain important product insights.