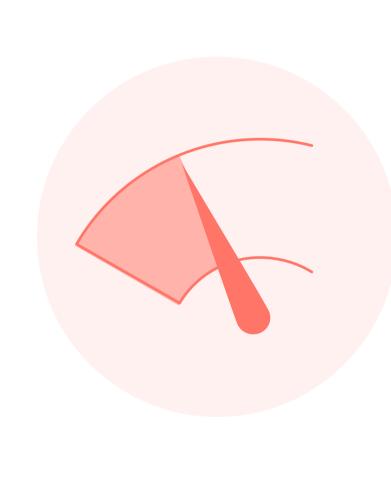


How Product Teams are Spending Their Time

Remote workers report being much more productive than they were in the office. In a Boston Consulting Group study, some 75% of employees reported being able to maintain or improve productivity on their individual tasks. Here's what we learned about the specific ways Product Teams are achieving efficiencies.

17% increase YoY

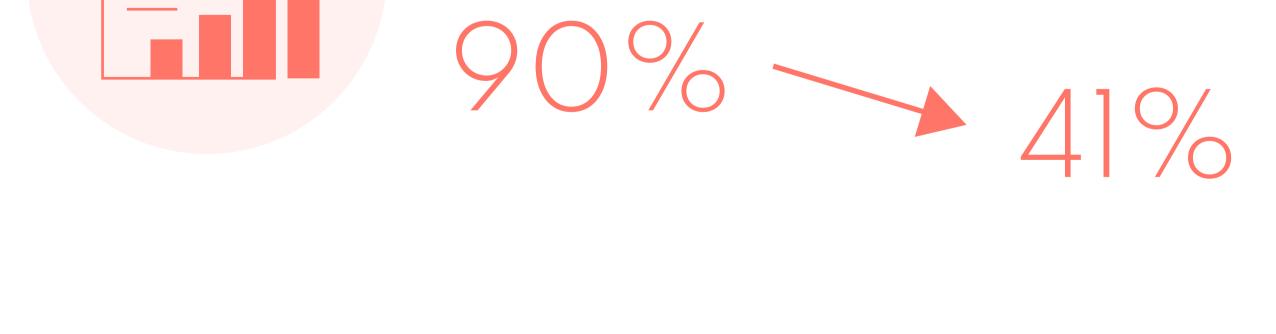
moderately during the past year



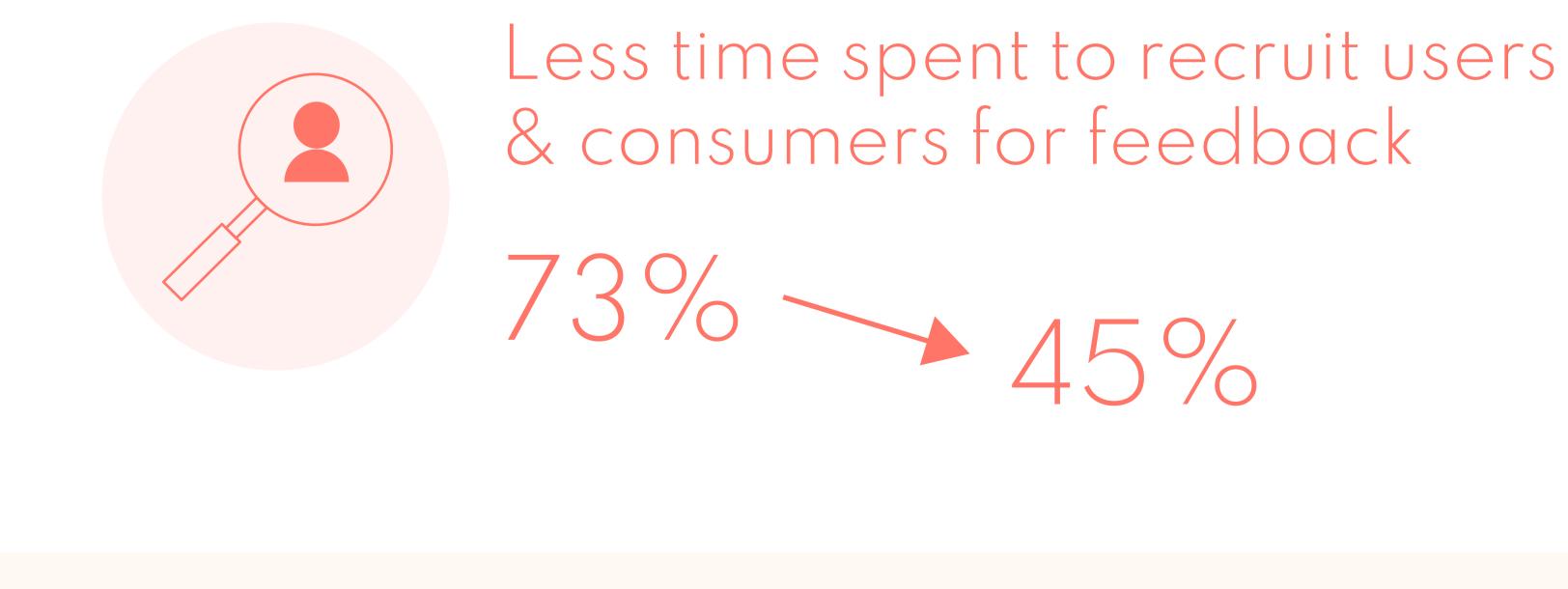
Less time spent to create reports

More time spent on User/Consumer Research

More ideas and inspirations came from internal, rather than external resources



& presentations

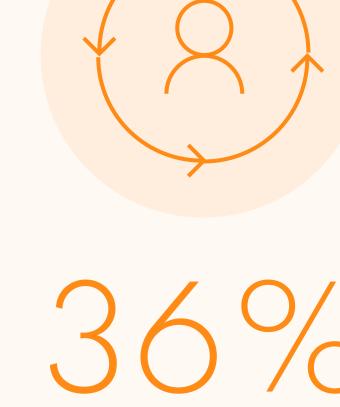


Top PriorityRespondents rated the following as "Very Important"

The Customer is

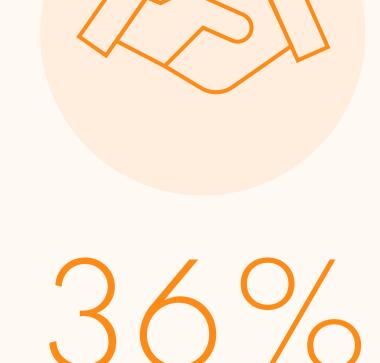


User/Consumer Retention



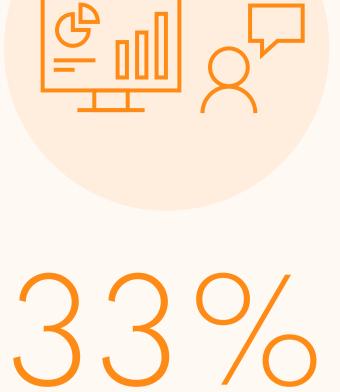
Sentiment & NPS

User/Consumer



User/Consumer

Lifetime Value (LTV)



Onboarding

User/Consumer

#1 most pressing need for product managers: DEVELOPMENT RESOURCES

Challenges

This has not changed from 2020.

Other challenges:

20%

19%

Lack of resources

Collaborating with design

Aligning with internal stakeholders on features and strategy Collaborate with engineering 13%

Access to appropriate tooling

Internal Company Data

Web
Articles

expertise

Lack of budget

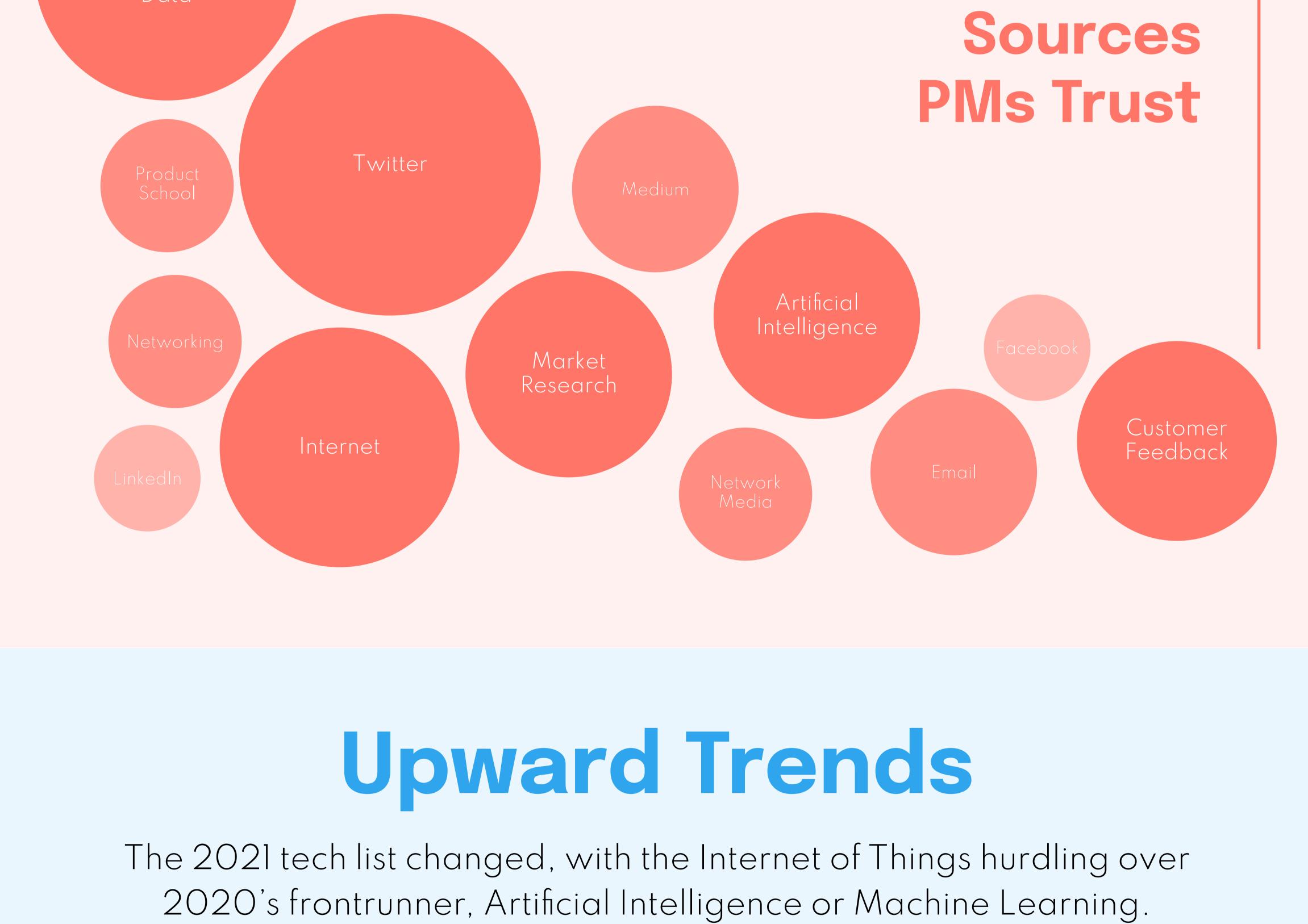
Internal research

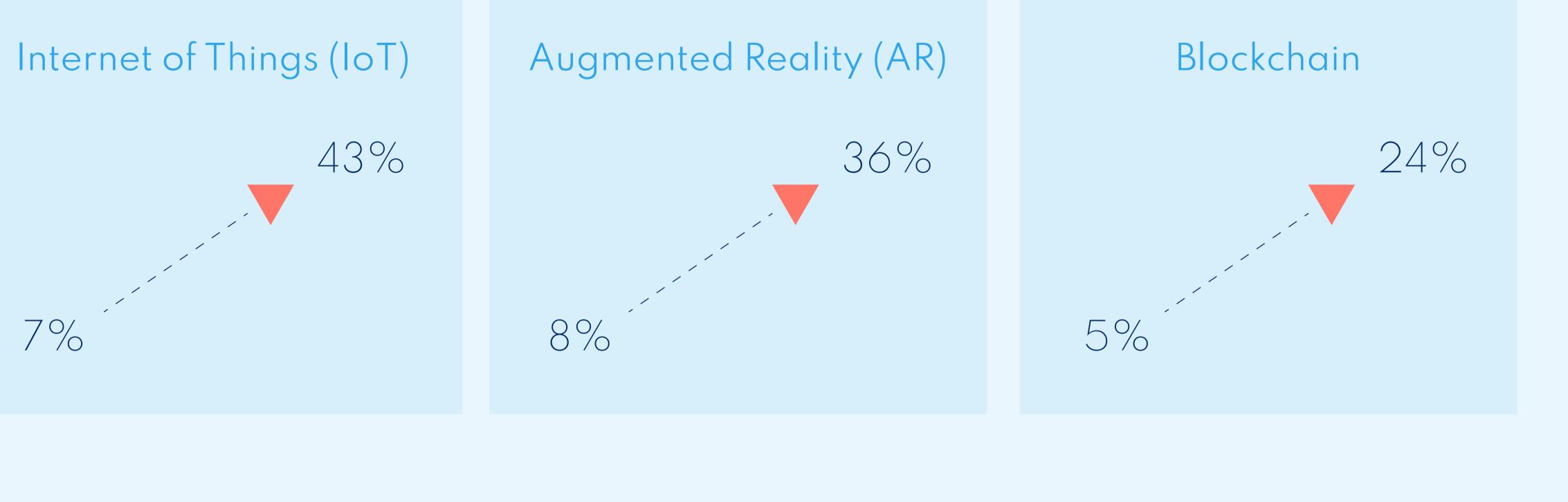
2 missing factors that

prevent time spent on

research:

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