B2B SAAS SCALING - 'MINIMAL LOVABLE PRODUCT' ON A NEW PLATFORM

AT A GLANCE

CHALLENGES

- Ageing product platform limiting growth potential
- Priorities and product roadmap undefined

BENEFITS

- Engaged stakeholders
- Alignment on priorities
- Clear understanding of roadmap and progress

"For over 20 years I've helped household name organisations across Australasia and the UK make smarter decisions, faster, and drive change.

Work with me to get clarity and consensus on a pragmatic way forward."

REBECCA SPEIRS

Adapt & Improve Consulting

COMPANY OBJECTIVES

Nomos One has a vision to provide effortless lease accounting to mid-sized enterprise lessees.

My brief as product manager was to deliver a 'minimal loveable product' on a new platform, enabling the company to scale and evolve. A key need was to enable automated onboarding of new customers' lease data via upload of a spreadsheet that was easy to complete.

APPROACH DESIGNED

- Facilitating agreement with key company stakeholders on priorities, scope and success measures
- Accelerated understanding of customer needs, their 'jobs-to-be-done', and current solution issues by leveraging existing recent research, including customer interviews, and analysis from internal experts, particularly the customer success team.
- Facilitating agreement on fundamental technical foundations - data architecture and business rules
- Defining the 'minimal loveable product' roadmap
- Managing incremental delivery and communicating progress

RESULTS DELIVERED

- Incremental delivery of the 'mininmal lovable product', starting with automated onboarding
- Engaged stakeholders from across the company actively contributing to key decisions
- Introduced interactive 'show and tell' sessions for team to demonstrate iterations, and wider company to get involved with questions and sharing successes. There were popular, attended by the CEO, and recordings enabled ongoing async feedback.
- Presented product roadmap at customer webinars.