

# Digital Product Lifecycle Management: What Is It and Why Do You Need It?





## Should you invest in digital product lifecycle management for continued success?

Use Heady’s self-assessment tool to decide for yourself. Give yourself 1 point for each “Yes” answer.

### Key Questions to Assess Your Digital Product Lifecycle Management Capabilities

Having the right resources to manage the lifecycle of your digital product helps maximize your ROI by ensuring that your product is continuously improving — leading to increased revenue, customer loyalty, and brand recognition.

	Yes	No	I Don't Know
Do we have the in-house expertise to interview and evaluate digital product talent?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has retention of digital product talent been satisfactory in the past?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do we need a team that can run at 100% capacity from day one?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do we have best practices in place to support efficient lifecycle management and feature prioritization?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are we prepared to delay executing on our roadmap as we spend time recruiting?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do we have room in this year’s budget to fund the salaries and benefits for a full-time in-house team?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do we know how to define and streamline roles such as UX Researcher, UX Designer and UI Designer?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can we keep all project roles working without downtime?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are we equipped to manage multiple product releases in different stages of development at the same time?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Does our team have bandwidth to stay on top of the digital product ecosystem, SDKs, and third-party vendors?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are our teams proficient in Agile methodologies?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### If you scored...

- 1 to 5 points: Consider partnering with Heady to manage your digital product lifecycle.
- 6 to 9 points: Let Heady plug the gaps in your digital product lifecycle management.
- 10 to 11 points: You’re on the fast track to success. Now, let’s think about scaling



# About Heady

[Visit our website](#) →

**Heady is a digital product consultancy that builds engaging mobile and web experiences to accelerate digital transformation efforts for today's most innovative brands.**

Our expertise comes from our experience, and our talented team and proven processes empower us to build the best digital products. Seamless collaboration, transparent communication, and a culture of relentless improvement make us perfect for long-term partnerships. We can manage the entire digital product lifecycle or jump in where we're needed the most.

Drop us a line:



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