

Adevinta

Product Goals

How to overcome short-term thinking.

Company Goals

Our company's goal is to build insightful real-time transactions that provide key differentiators between us and our competitors.

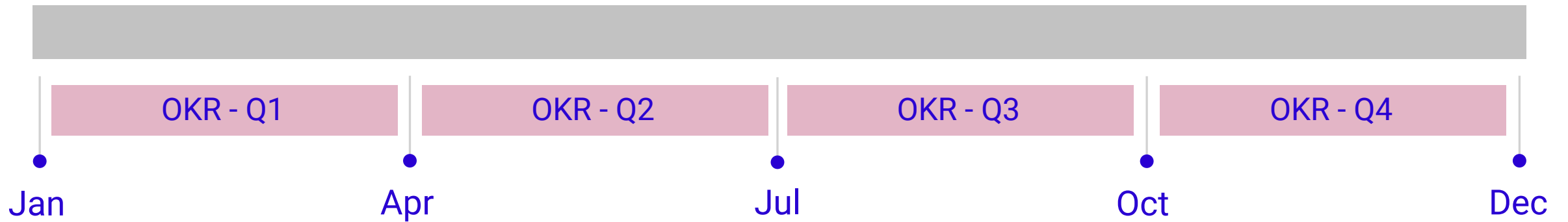


From Company Goals to Objectives & Key Results

Company Goals

The high-level focus for the given period.

How to ensure a consistent storyline with impact?



Product Goals

Overcome the short-term thinking



Photo by [Faris Mohammed](#) on [Unsplash](#)



In four steps to your Product Goals

01 Context

02 Ideation

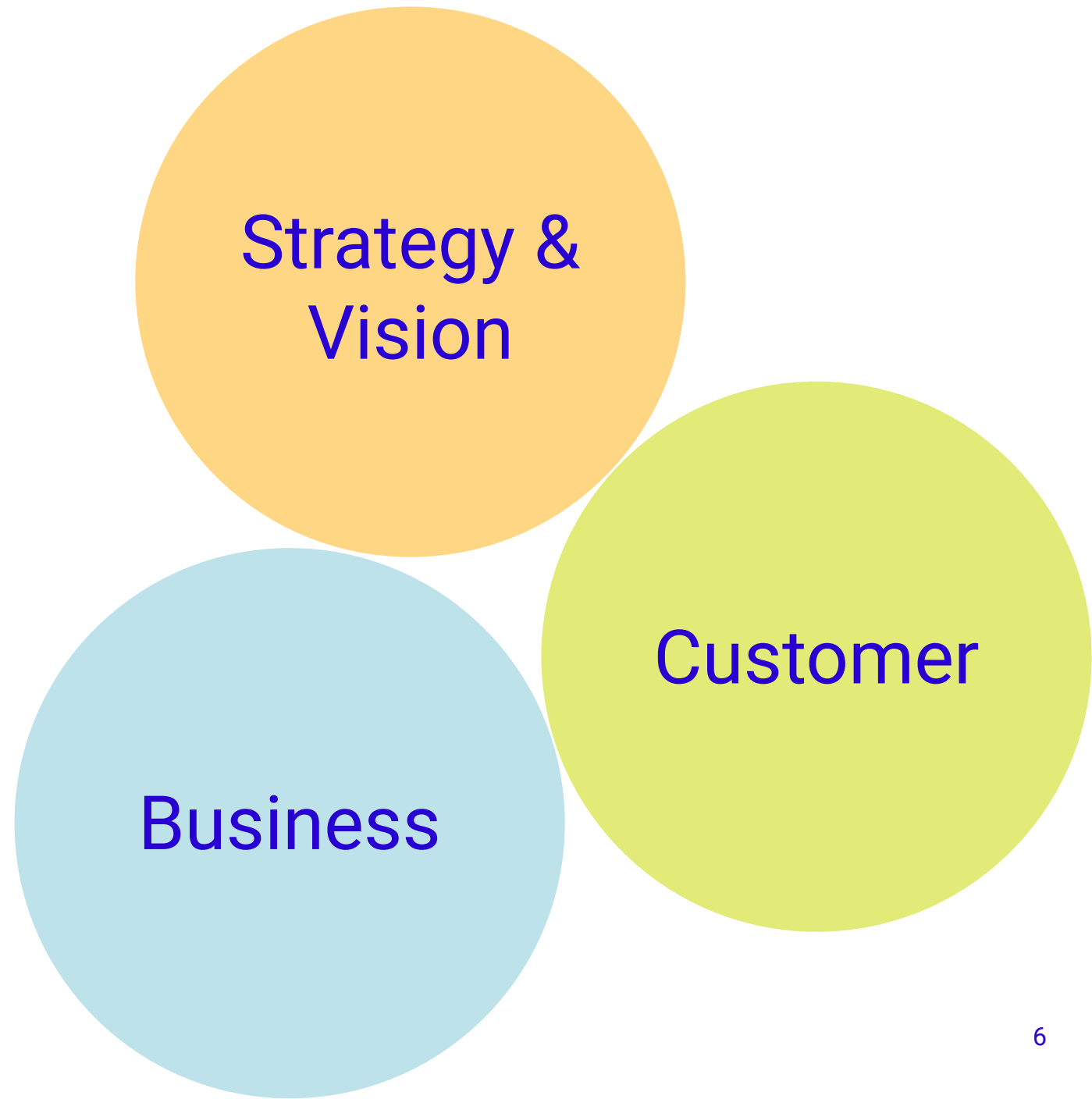
03 Definition

04 Roadmap

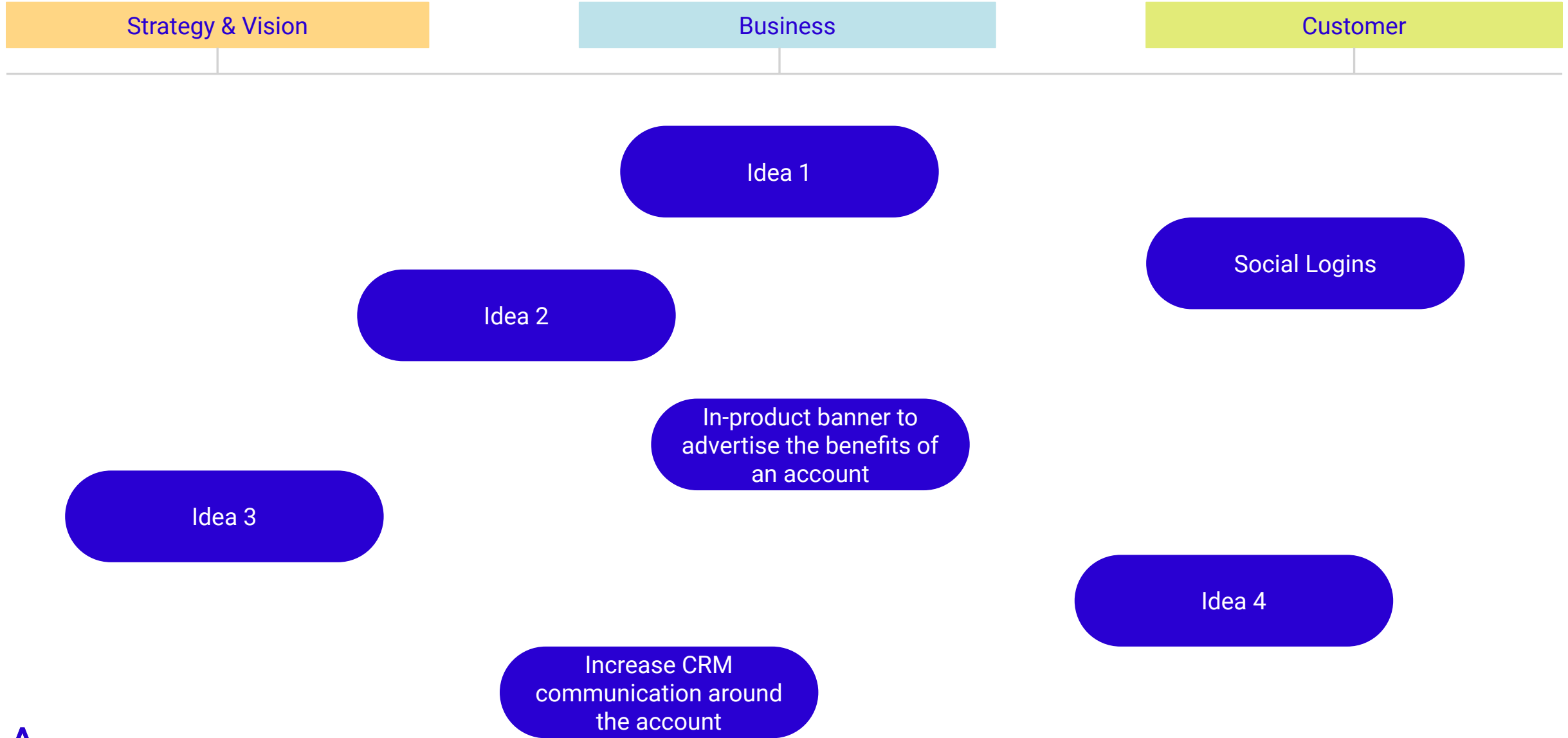
01 - Context

Gather as much input and knowledge on:

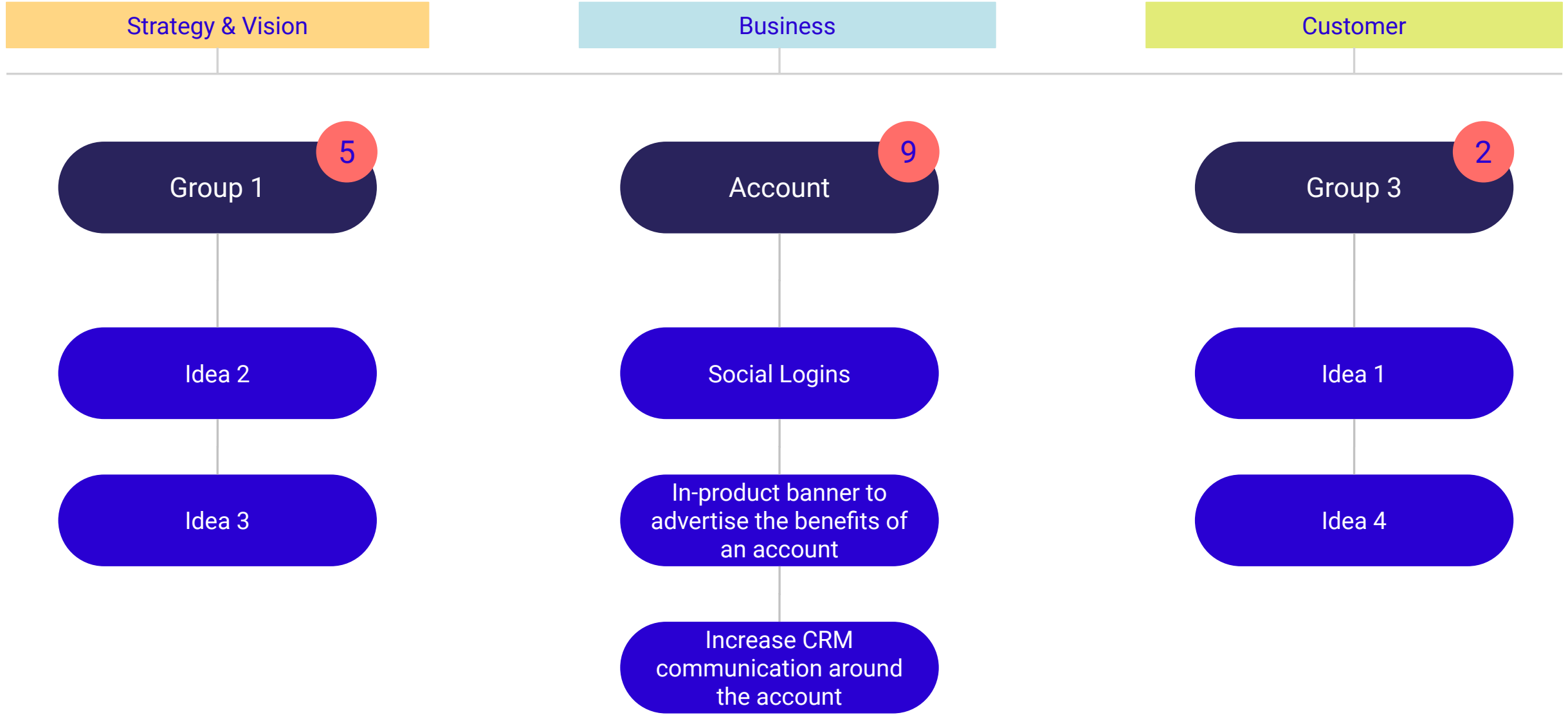
- Strategy & Vision
 - Audience
 - Problem(s) to solve
 - Value Proposition
 - Channel & Monetization Strategy
 - Competitor Differentiation
- Relevant Business KPIs
- Customer Feedback & Research



02 - Ideation



02 - Ideation



02 - Ideation



03 - Definition

MAKE ACCOUNT CREATION EASY

We want to build a state-of-the-art account creation flow to remove our customers' distractions and increase subscriptions for the business.



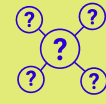
TARGET GROUP

Users without an account



METRICS

- % convert to account
- # of accounts
- % convert to subscriptions
- # of subscriptions



OPEN QUESTIONS

- Which social logins do our customers use?
- What product features support account creation?
- What product features depend on the account?



INITIATIVES

- Social Logins
- In-product banner to advertise the benefits of an account
- Increase CRM communication around the account

03 - Definition

MAKE ACCOUNT CREATION EASY

We want to build a state-of-the-art account creation flow to remove our customers' distractions and increase subscriptions for the business.



TARGET GROUP



METRICS



OPEN QUESTIONS



INITIATIVES

Users without an account

- % convert to account
- # of accounts

- Which social logins do our customers use?
- What product features support account creation?

- Social Logins
- In-product banner to advertise the benefits of an account

PRODUCT GOAL 3



TARGET GROUP



METRICS



OPEN QUESTIONS



INITIATIVES

PRODUCT GOAL 2



TARGET GROUP



METRICS



OPEN QUESTIONS



INITIATIVES

PRODUCT GOAL 4



TARGET GROUP



METRICS



OPEN QUESTIONS



INITIATIVES



04 - Roadmap

Company Goals

The high-level focus for the given period.

Make Account Creation Easy

Product Goal 2

Product Goal 3

Product Goal 4

OKR - Q1

OKR - Q2

OKR - Q3

OKR - Q4

Jan

Apr

Jul

Oct

Dec



Benefits of Product Goals

- 01 A rough overview of the topics
- 02 Roadmap for the team
- 03 A starting point to align with stakeholder
- 04 Make dependencies visible early
- 05 Pre-work for OKR planning

Time for Questions



Photo by [Rohit Farmer](#) on [Unsplash](#)



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Thank you!